

## **1996 PRELIMINARY PLANNING SESSION**

### **BENSON & HEDGES**

#### **AGENDA**

- **1995 MEDIA PLAN REVIEW**            **LBCO MEDIA**
- **1995 BRAND PERFORMANCE**       **PM BRAND**
- **COMPETITIVE REVIEW**            **PM MEDIA**
- **1996 MEDIA BRIEF**               **PM MEDIA**
- **1996 MEDIA PLAN SCHEMATIC**   **PM MEDIA**
- **DISCUSSION**

**October 12, 1995**

**2060295524**

## BENSON & HEDGES 1996 MEDIA BRIEF

### OVERALL BUSINESS OBJECTIVES

- Defend the current franchise: AS 35-54 (65%)
- Achieve competitive trial and conversion against opportunity audience segments:
  - African American Smokers
  - Asian Smokers
  - Hispanic Smokers
  - Gay Smokers
- Provide visibility in key B&H markets/top metros

### OVERALL STRATEGIES

- Encourage/reward loyalty to Benson & Hedges current smokers
- Identify high potential competitive menthol smokers
- Support markets where the B&H franchise is highly developed

### MEDIA OBJECTIVES

Budget: \$18.0MM

Audience:

«Base Plan

- WS 35-54 -- 40% volume
- MS 35-54 -- 24% volume
- Please note that AS 21-34 represent 12% of volume

«Opportunity Targets

- African American Smokers -- 16.5% volume
- Hispanic Smokers -- 3.16% volume
- Asian Smokers
- Gay Smokers

Geography:

- National print to provide maintenance levels against the core franchise. City publications should be considered to provide additional support in key markets.
- Urban OOH coverage should be provided to support the niche audiences in markets with high penetration.
- Priority markets will be determined based on:
  - SDI of 110+ -- examine menthol, non-menthol SDI's
  - high concentration of "opportunity" audience segments

Communication Goals:

- AS 35-54 - levels should average approximately 60-65% reach monthly during the course of the year to afford maximum continuity.
- Maximize reach and continuity against the Opportunity Audience Segments as defined above.  
Provide impression delivery 2X volume contribution against the African American franchise.

Scheduling:

- Key retail months: March, ~~June~~, August, November
- Frontload plan

*April, July, Sep/Oct, Dec*  
*DPB DPB*

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## BENSON & HEDGES 1996 MEDIA BRIEF

### Creative Considerations

- Print - Pages
- OOH - Urban OOH, 8 sheet, 30 sheet; bulletins, transit used selectively

### Other Considerations

- Core audience should be reached as efficiently as possible, with this criteria being the primary selection criteria (vs this year where merchandising programs were judged critical as well). This tactic will enable the plan to maximize reach and continuity against this franchise for the lowest out of pocket cost.
- Merchandising Support -- continue synergistic column program in scheduled publications.
- Club B&H will be rolled-out in key markets; merchandising can be used to support this effort.

### Contingency Plans

Should be developed on the basis of budget increases and decreases. Plan components should be prioritized with a price tag assigned.

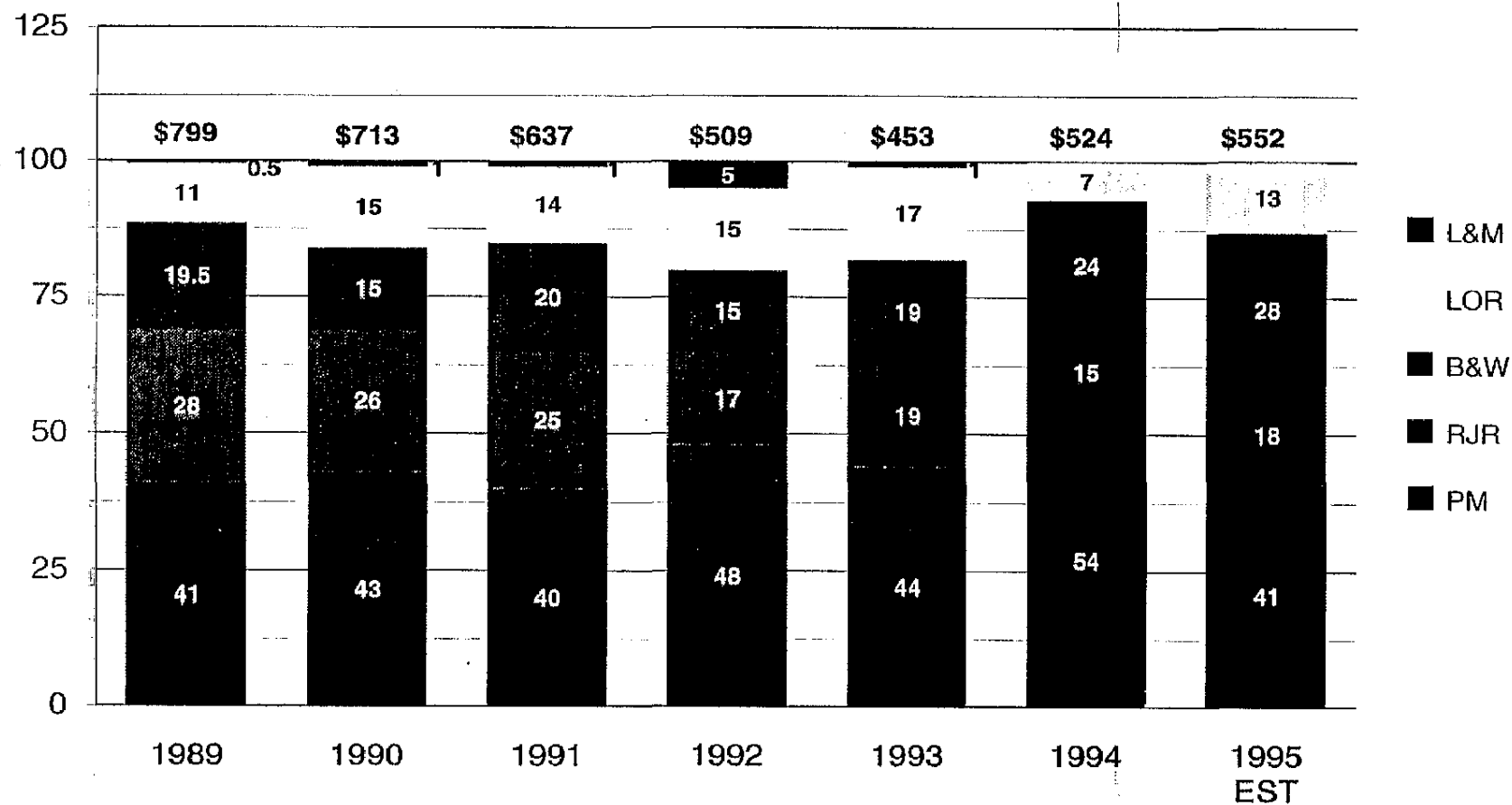
### Alternative Plan

Develop a plan which incorporates "traditional" OOH within the given budget level.

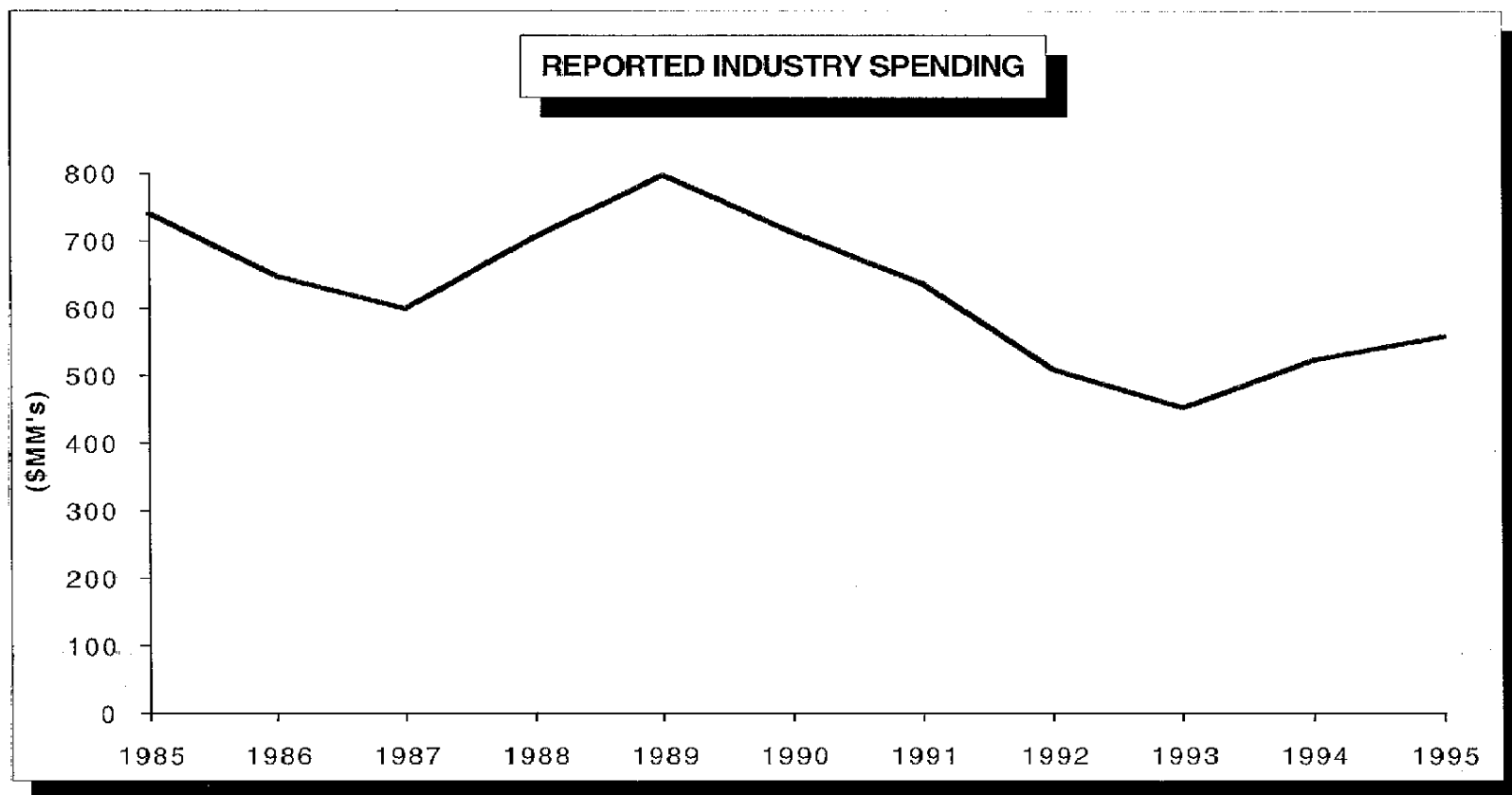
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# REPORTED SPENDING BY COMPANY

## SHARE OF SPENDING



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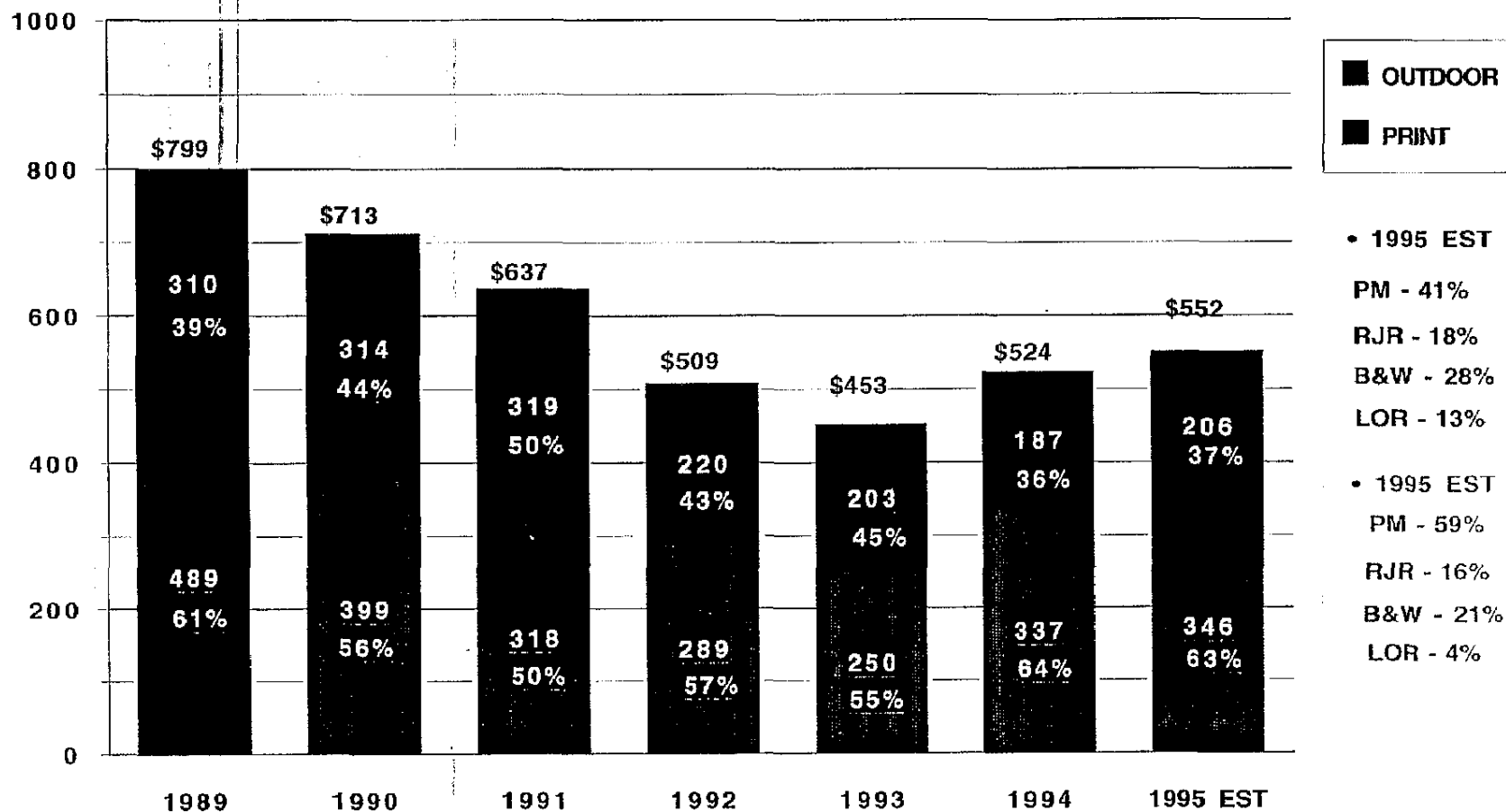


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SOURCES: LEO BURNETT-OOH; LTS-MAGAZINES, SUPPS, ROP; USSPI-SUBURBAN NEWSPAPERS; AD TRACKING-FS'S

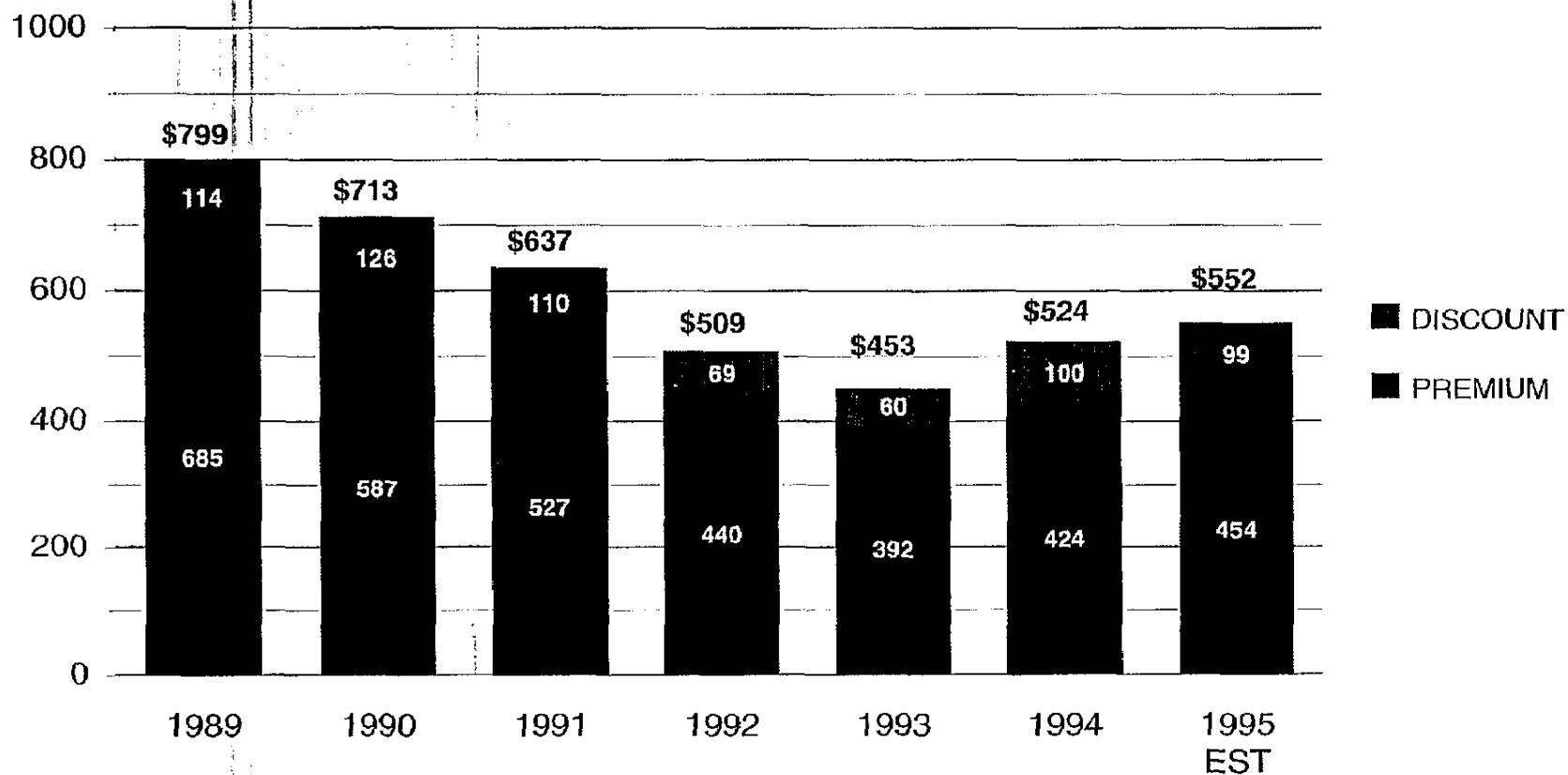
# REPORTED INDUSTRY SPENDING

PRINT VS. OUTDOOR  
(\$ MILLIONS)



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# REPORTED INDUSTRY SPENDING PREMIUM VS. DISCOUNT (\$ MILLIONS)

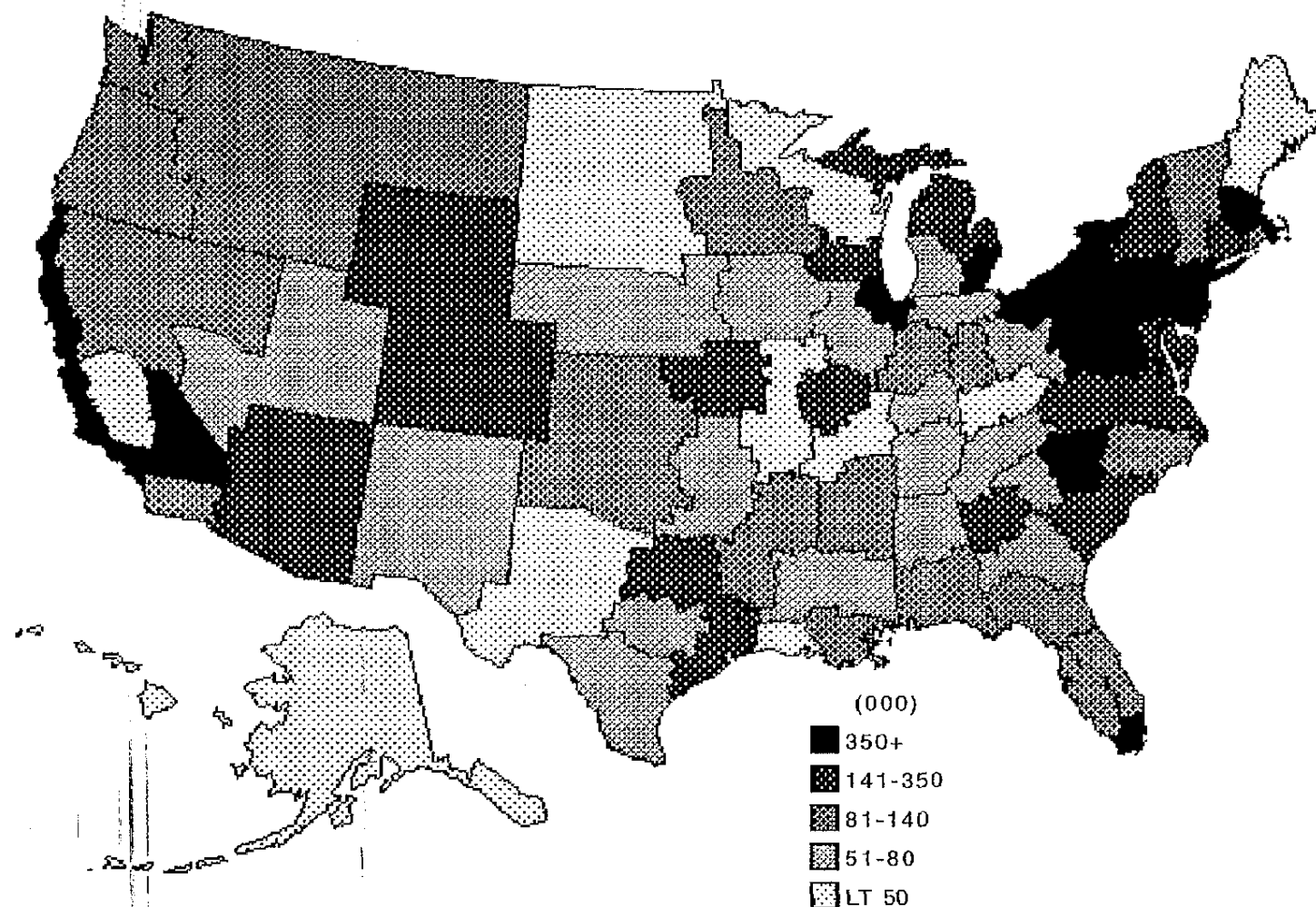


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# NEWPORT

## TOTAL MEDIA SPENDING

JAN - AUG, 1995



Source: Competitive Media - Monthly - August 1995

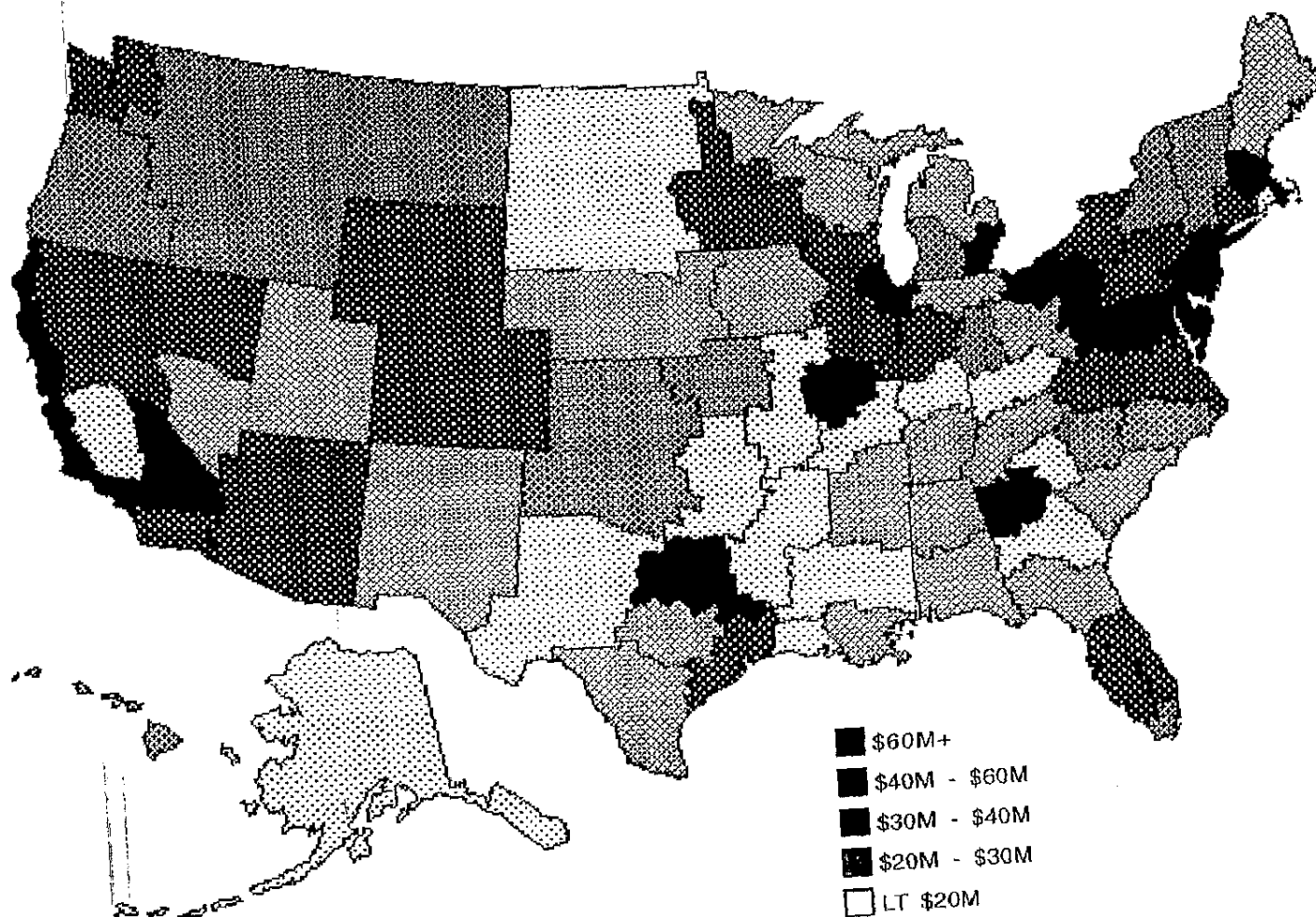
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# SALEM

## TOTAL REPORTED SPENDING

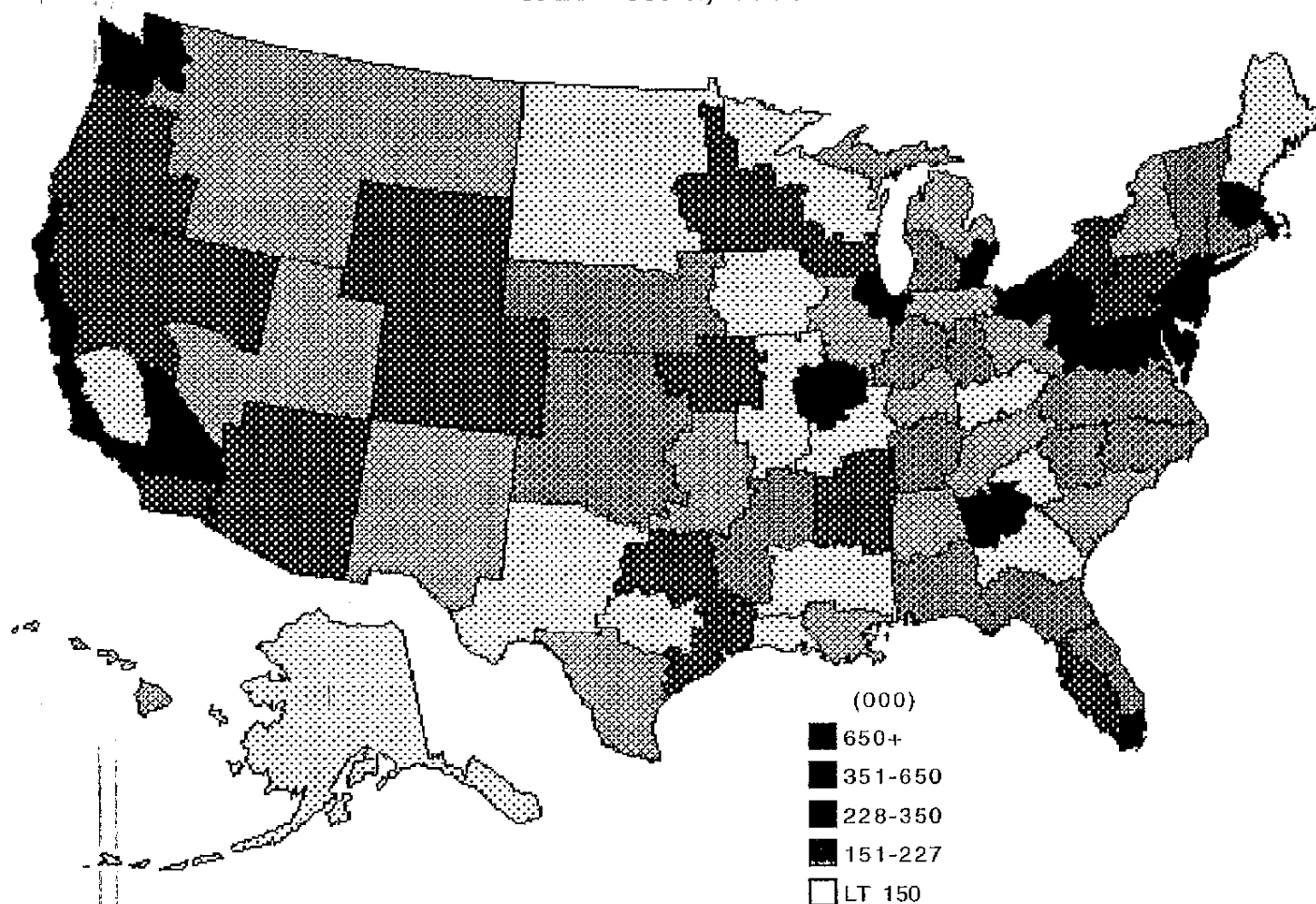
JAN - AUG, 1995



Source: Competitive Media - Monthly - August 1995

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**KOOL**  
**TOTAL MEDIA SPENDING**  
JAN - AUG, 1995

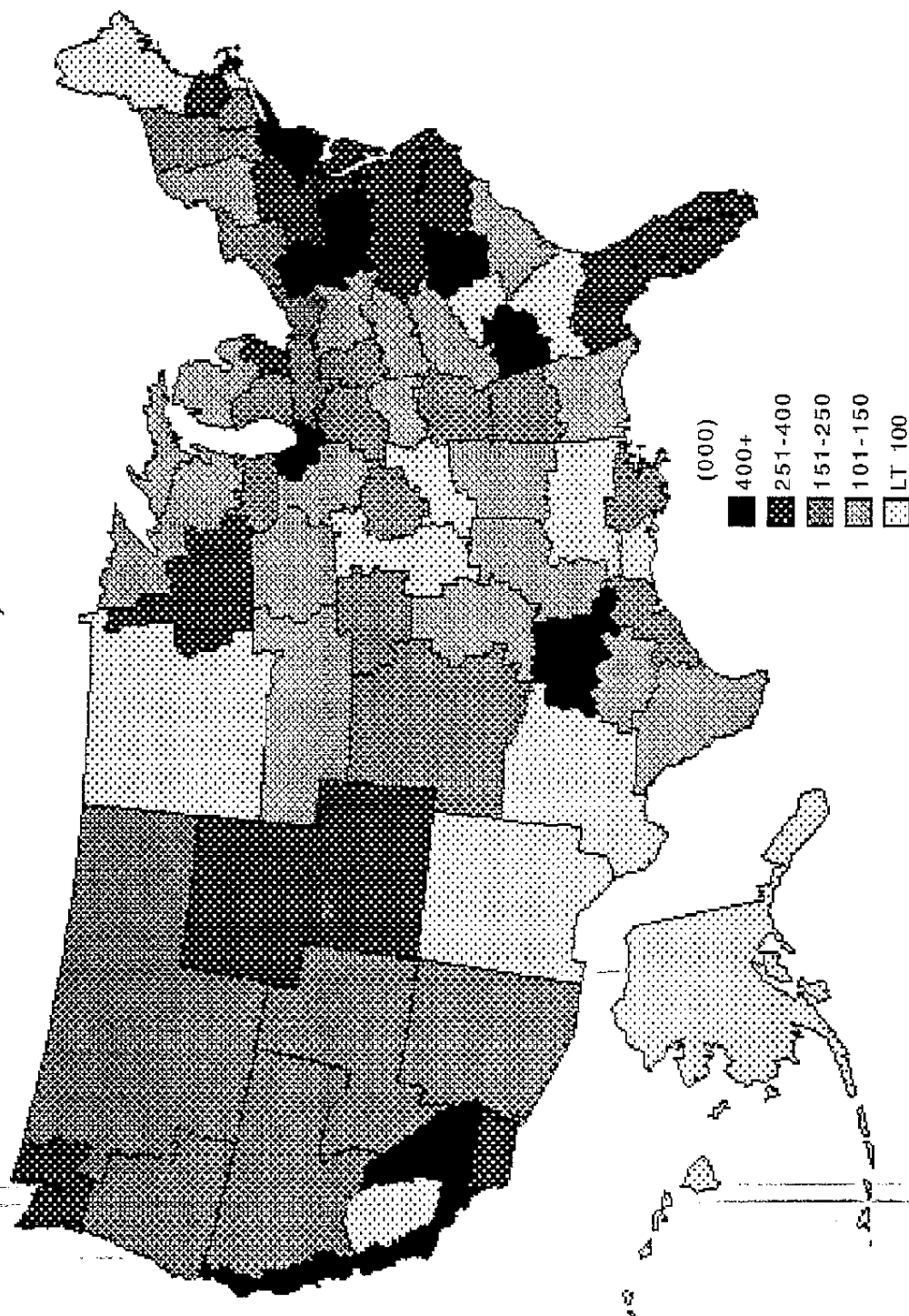


Source: Competitive Media - Monthly - August 1995

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# VIRGINIA SLIMS TOTAL MEDIA SPENDING

JAN - AUG, 1995



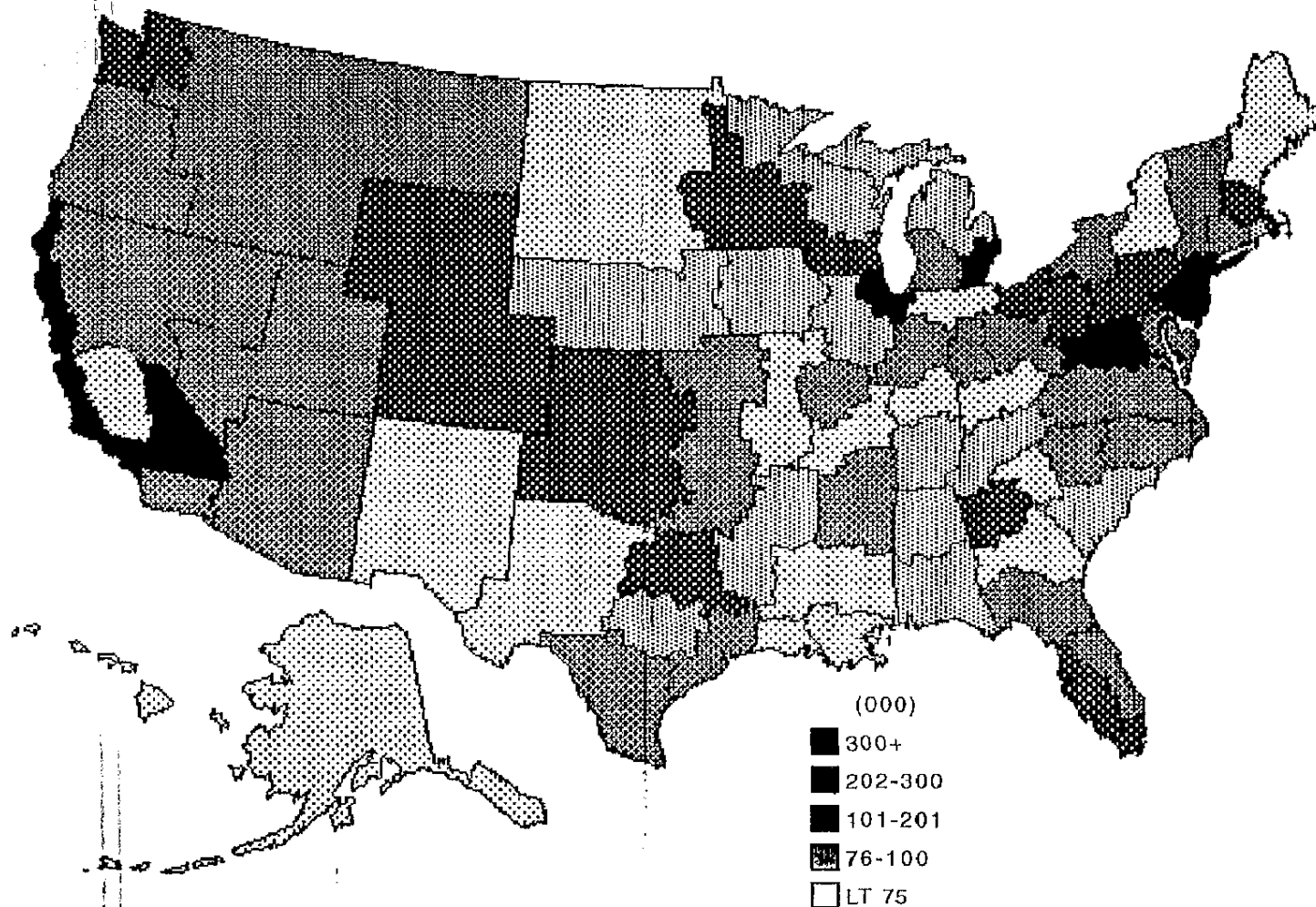
Source: Competitive Media - Monthly - August 1995

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# WINSTON

## TOTAL REPORTED SPENDING

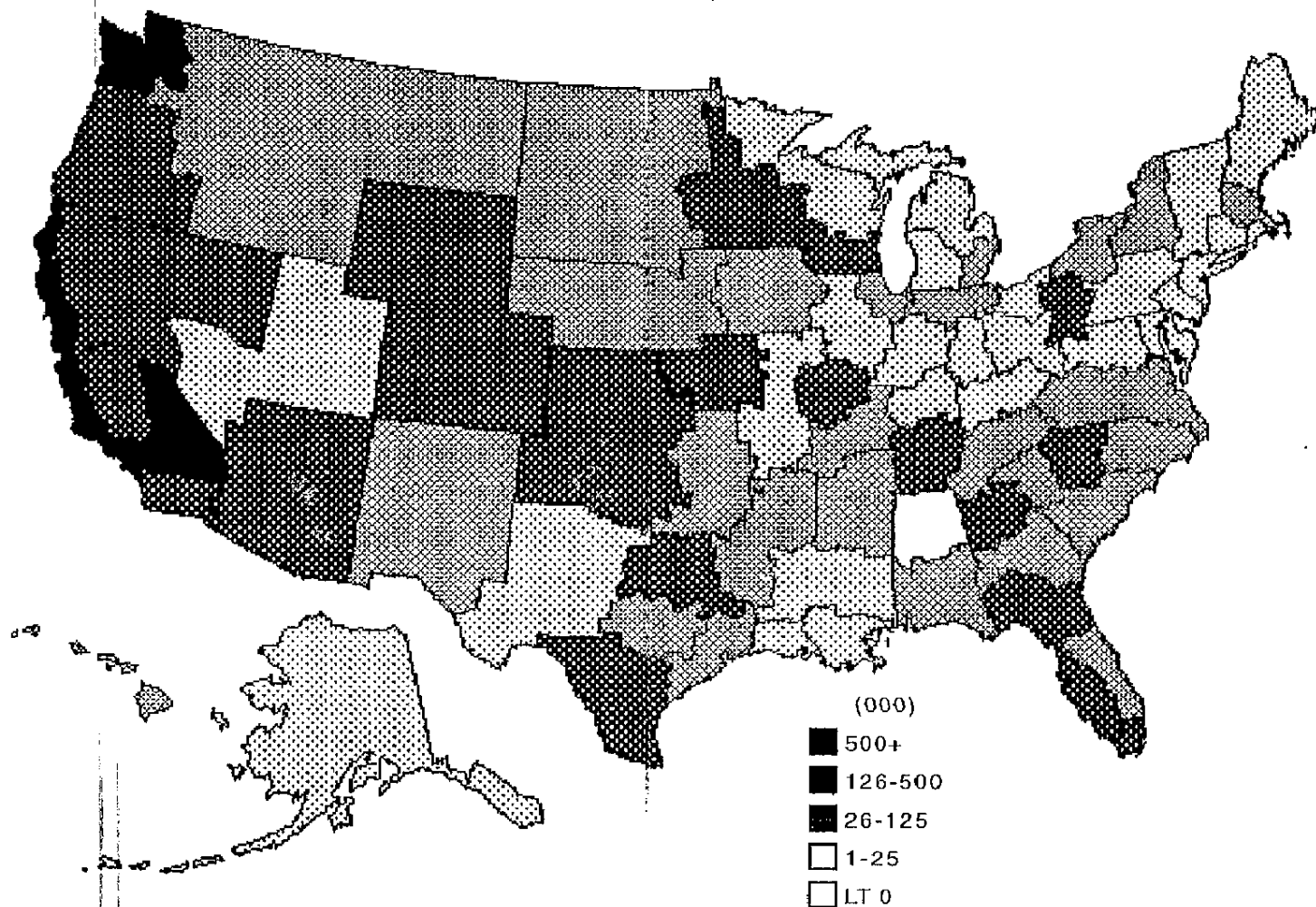
JAN - AUG, 1995



Source: Competitive Media - Monthly - August 1995

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**GPC**  
**TOTAL REPORTED SPENDING**  
JAN - AUG, 1995



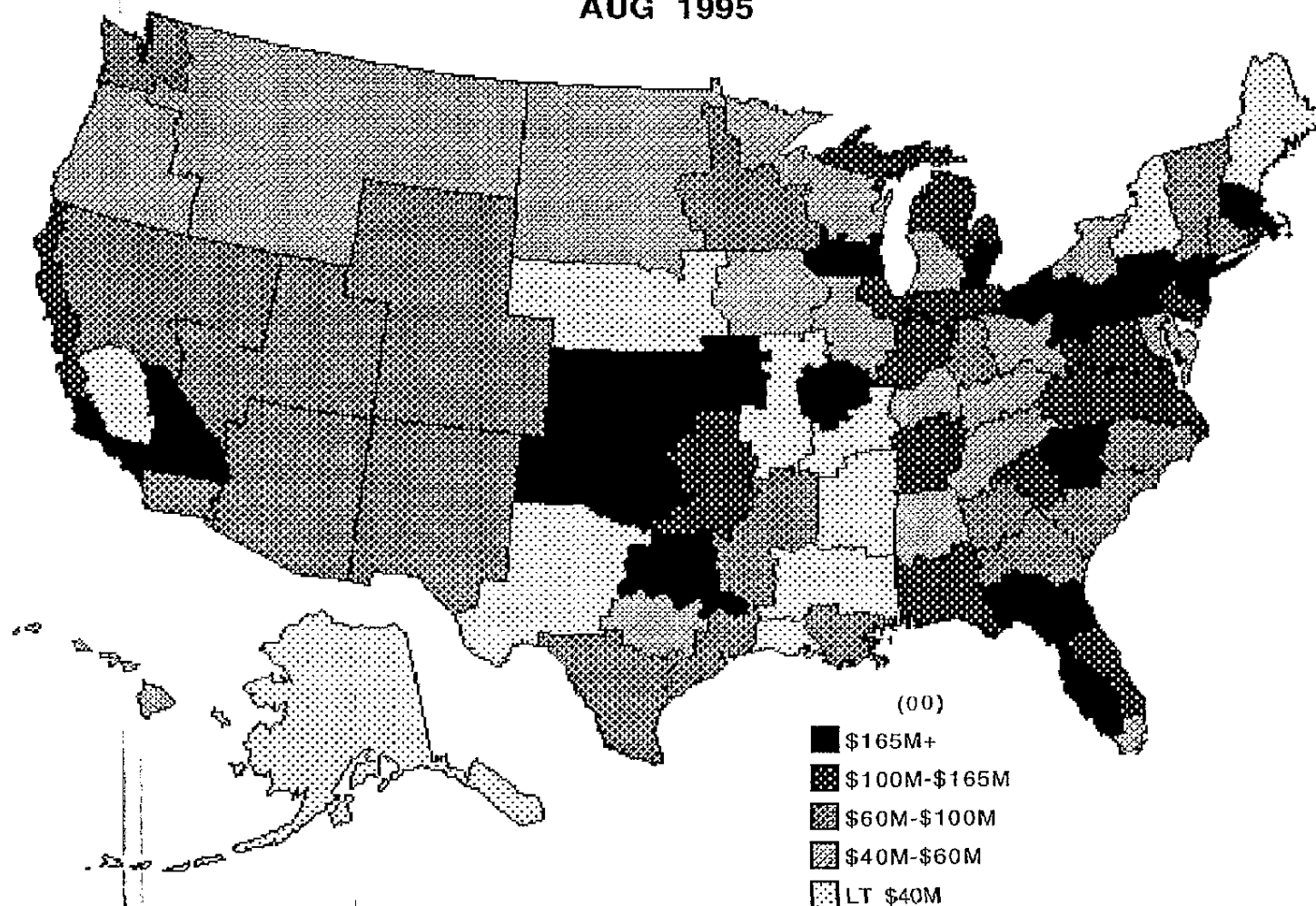
Source: Competitive Media - Monthly - August 1995

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# Tot Misty

## Expenditures (\$Reported) Total

AUG 1995



Source: Competitive Media - Monthly - August 1995

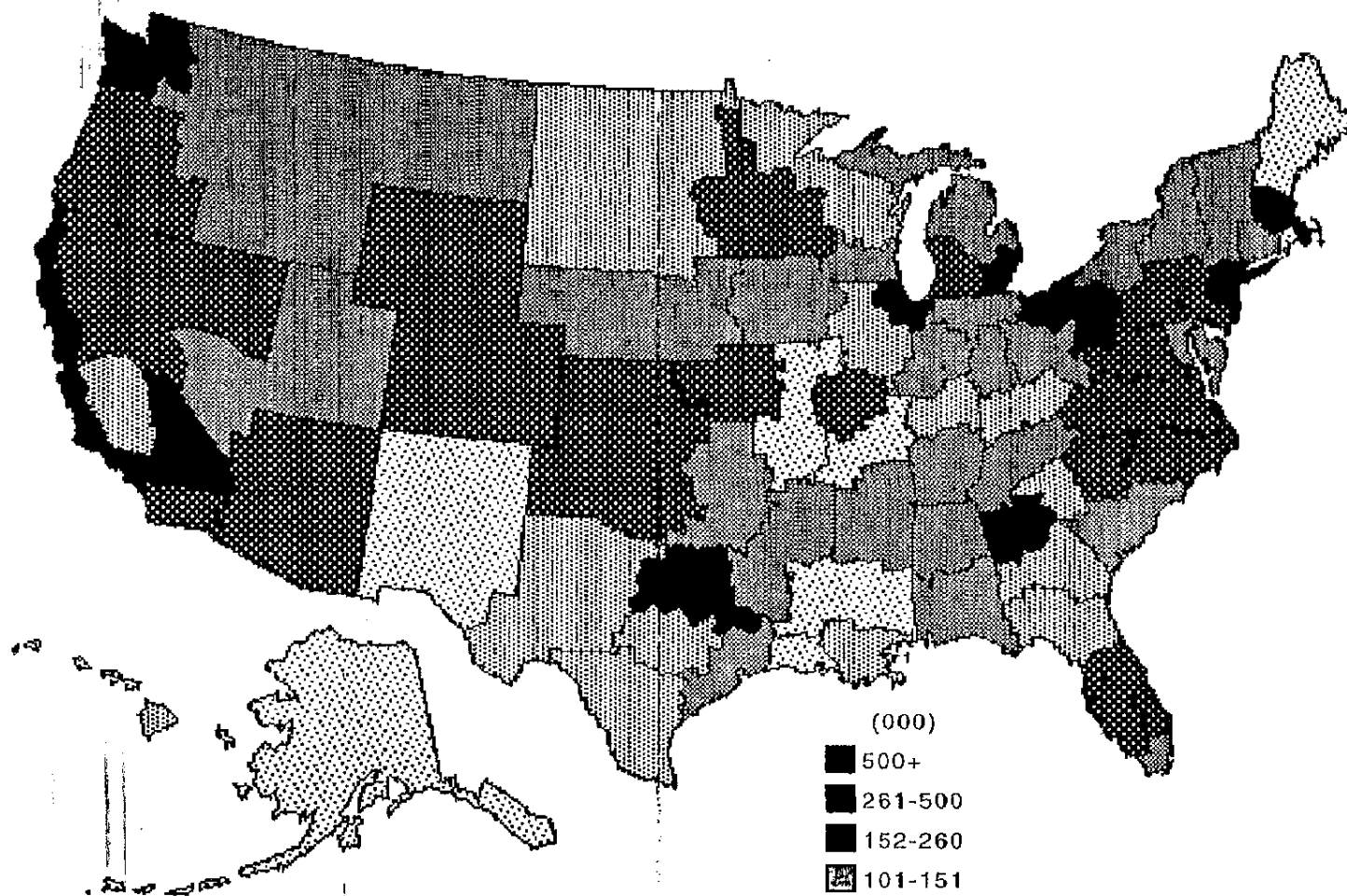
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**JAN - AUG, 1995**



Source: <https://www.industrydocuments.ucsf.edu/docs/tnxn0004>

**BASIC**  
**TOTAL REPORTED SPENDING**  
JAN - AUG, 1995



Source: Competitive Media - Monthly - August 1995

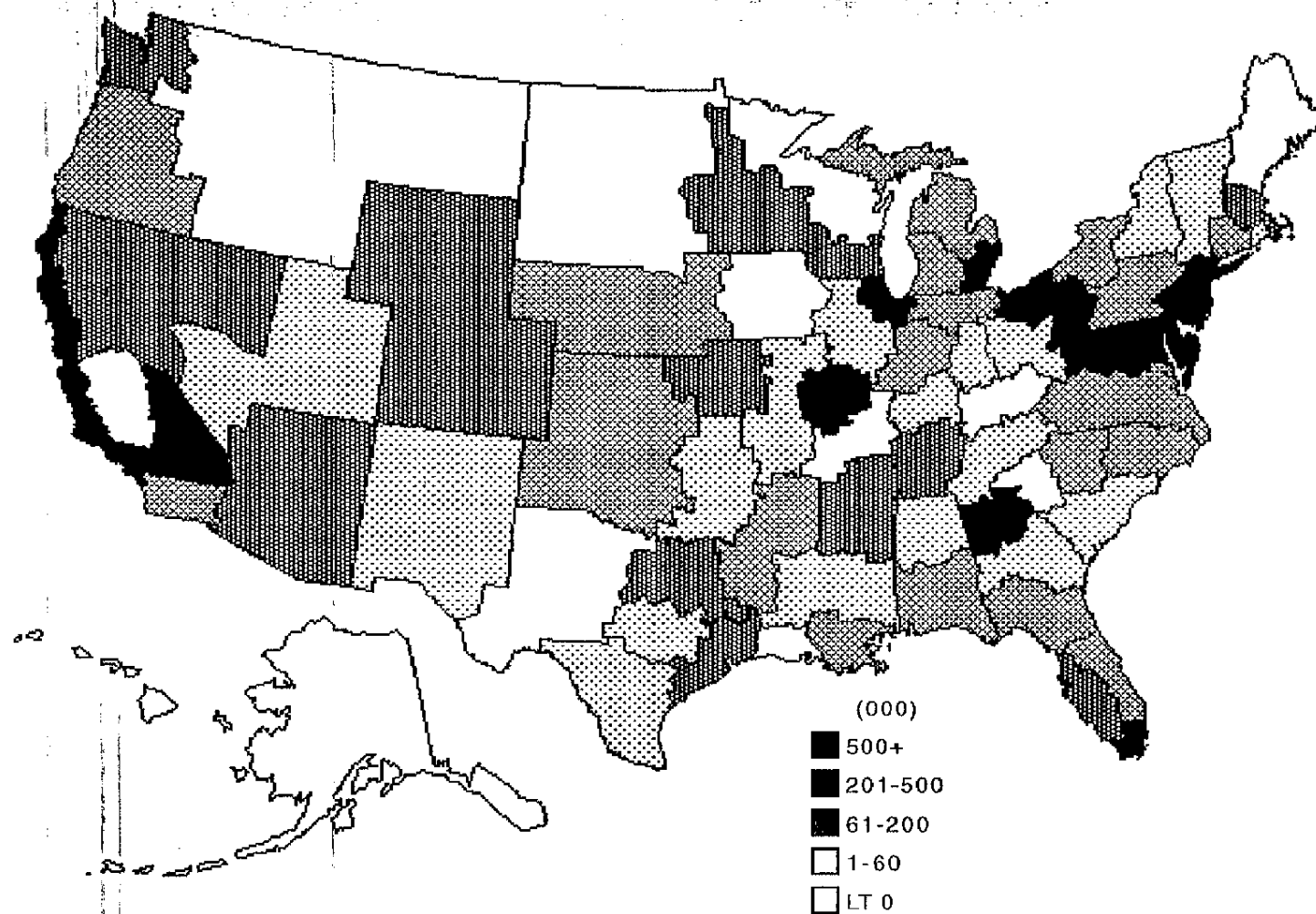
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# KOOL

## REPORTED OOH SPENDING

JAN - AUG, 1995



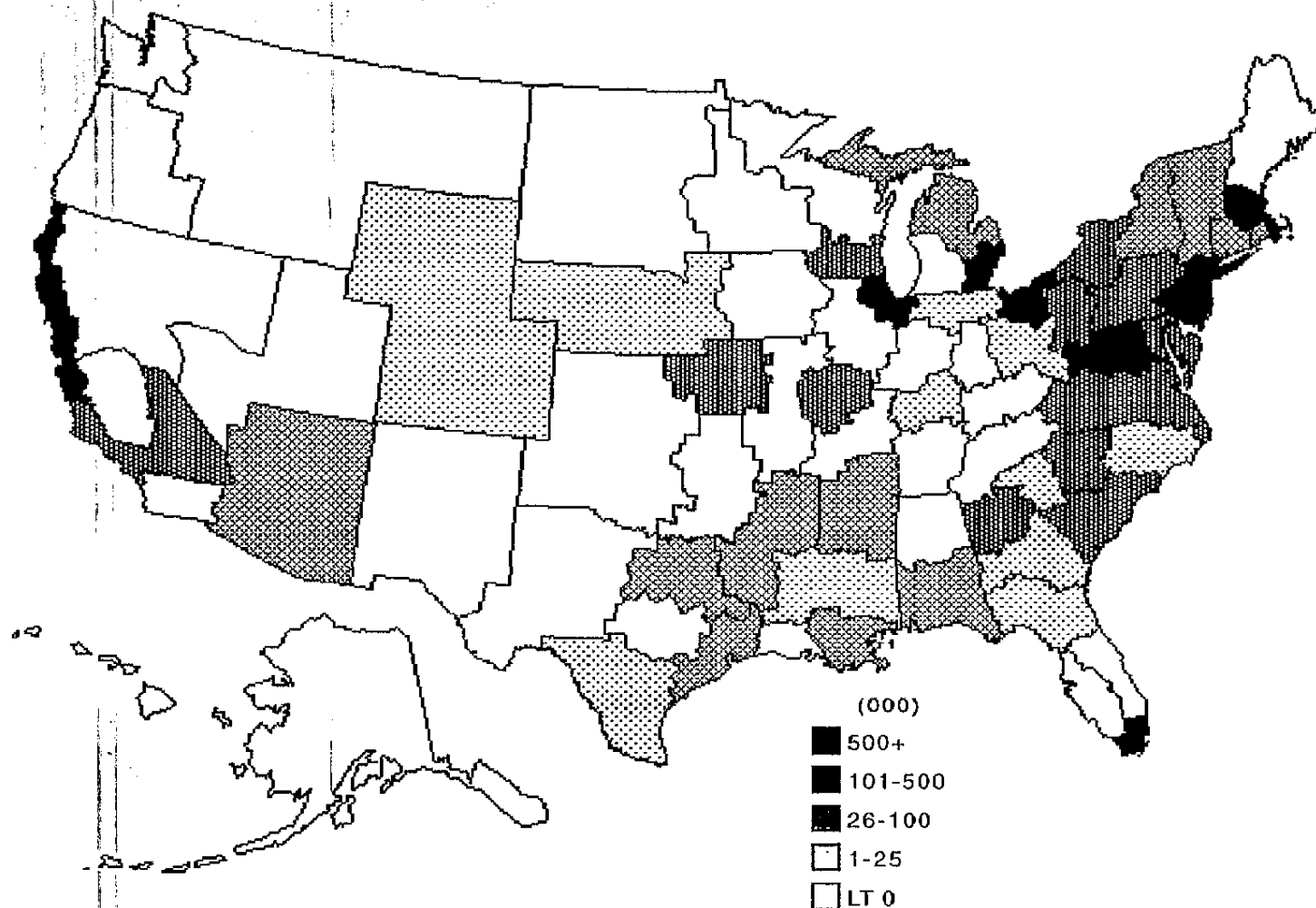
Source: Competitive Media - Monthly - August 1995

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# NEWPORT

## REPORTED OOH SPENDING

JAN - AUG, 1995



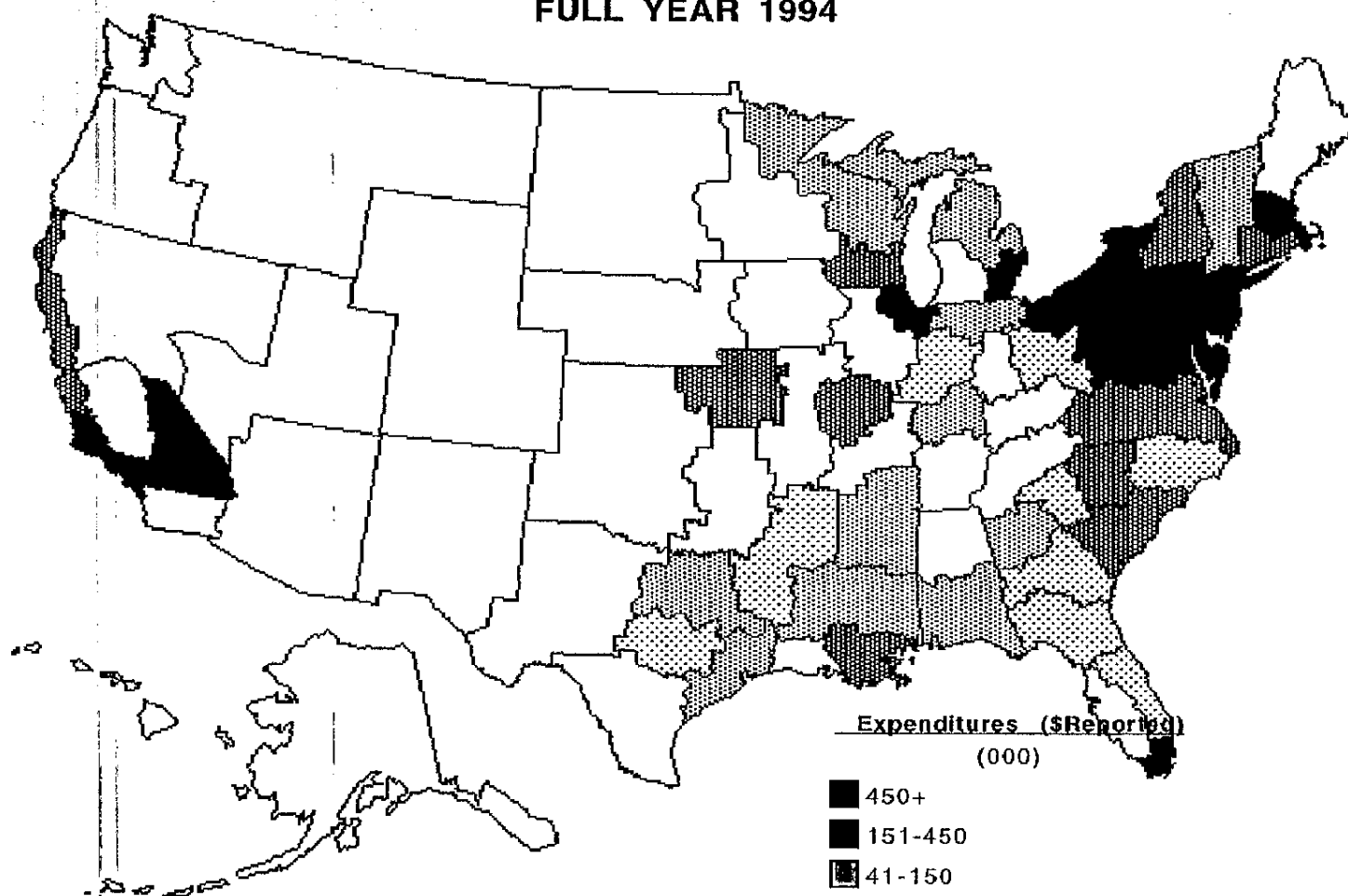
Source: Competitive Media - Monthly - August 1995

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# NEWPORT

## Expenditures (\$Reported)

### FULL YEAR 1994



Expenditures (\$Reported)  
(000)

- 450+
- 151-450
- 41-150
- 1-40
- LT 0

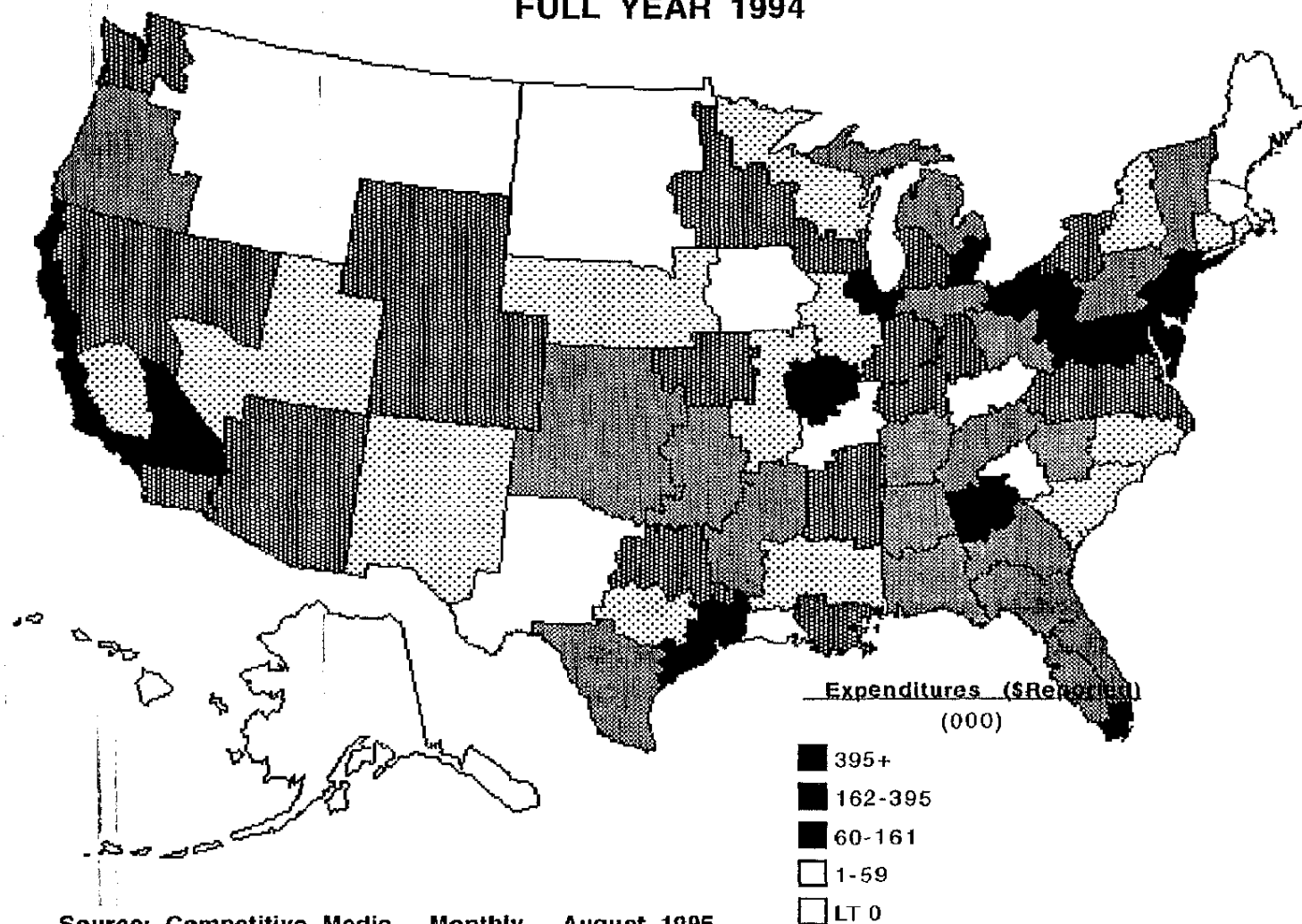
Source: Competitive Media - Monthly - August 1995

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# KOOL

## Expenditures (\$Reported)

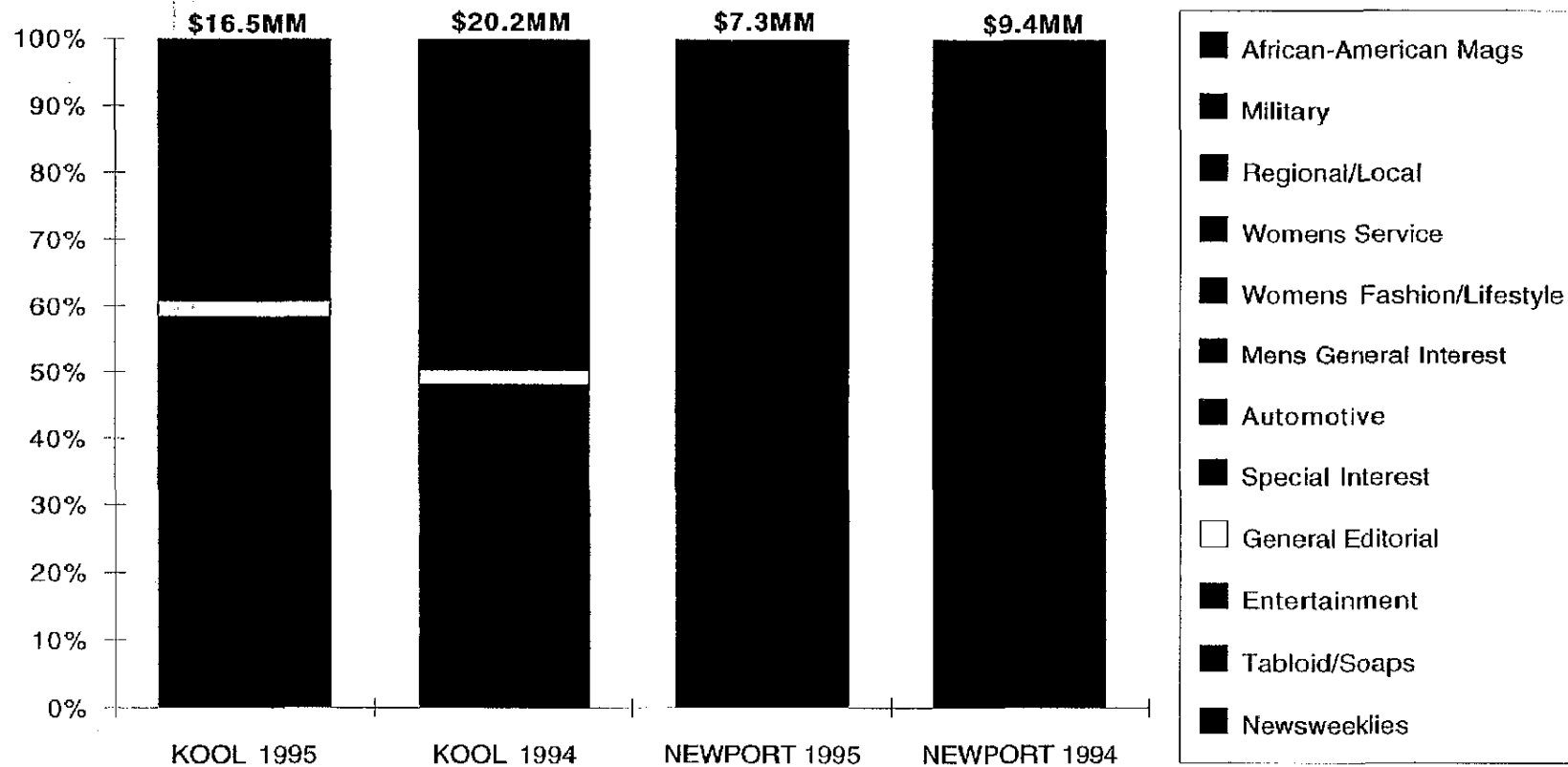
### FULL YEAR 1994



Source: Competitive Media - Monthly - August 1995

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# MAGAZINE SPENDING OVERVIEW



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**NEWPORT**

TOTAL INSERTIONS: 103

YTD 1995	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
#INSERTIONS	13	17	16	12	16	15	14

## GRPS:

AS: 25-54	85	113	97	85	113	107	123
MS: 25-54	82	109	102	83	123	101	107
FS: 25-54	93	111	93	87	99	119	141

## REACH/FREQ:

AS: 25-54	47.2/1.8	53.6/2.1	51.3/1.9	47.0/1.8	51.5/2.2	53.3/2.0	55.7/2.2
MS: 25-54	48.2/1.7	52.0/2.1	51.2/2.0	45.9/1.8	53.4/2.3	50.4/2.0	50.8/2.1
FS: 25-54	51.7/1.8	55.5/2.0	51.7/1.8	48.1/1.8	49.6/2.0	56.7/2.1	61.3/2.3

## OOH:

(\$MM)

BULLETINS	\$735	\$757	\$931	\$968	\$1,079	\$1,023	\$1,032
POSTING	\$330	\$352	\$453	\$447	\$862	\$948	\$989

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**KOOL**

TOTAL INSERTIONS: 188

YTD 1995	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
#INSERTIONS	26	25	32	23	26	26	30

## GRPS:

AS: 25-54	157	167	221	187	160	201	201
MS: 25-54	140	167	237	191	165	191	213
FS: 25-54	170	168	207	177	162	219	189

## REACH/FREQ:

AS: 25-54	62.7/2.5	66.8/2.5	73.8/3.0	69.4/2.7	66.6/2.4	71.7/2.8	71.8/2.8
MS: 25-54	60.9/2.3	66.6/2.5	74.2/3.2	70.6/2.7	66.0/2.5	68.3/2.8	73.3/2.9
FS: 25-54	65.1/2.6	67.1/2.5	73.8/2.8	68.1/2.6	67.3/2.4	75.4/2.9	70.1/2.7

## OOH:

(\$MM)

BULLETINS	\$1,777	\$1,754	\$2,022	\$2,150	\$2,050	\$1,820	\$2,009
POSTING	\$334	\$390	\$601	\$533	\$434	\$455	\$385

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**CAMEL**

TOTAL INSERTIONS: 229

	1994	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
# INSERTIONS		9	13	41	30	15	11	19	20	19	14	20	18

GRPS:

AS: 25-54	23	120	238	151	88	98	97	171	104	66	83	176
MS: 25-54	36	123	242	159	110	99	132	188	124	71	94	171
FS: 25-54	5	117	235	144	55	92	56	145	79	60	66	176

REACH/FREQ:

AS: 25-54	14.1/1/6	59.8/2.0	74.5/3.2	62.8/2.4	46.1/1.9	54.6/1.8	46.0/2.1	65.9/2.6	49.7/2.1	41.0/1.6	43.8/1.9	67.8/2.6
MS: 25-54	22.7/1.6	58.5/2.1	73.4/3.3	63.4/2.5	55.0/2.0	55.2/1.8	54.8/2.4	67.2/2.8	53.8/2.3	41.7/1.7	49.7/1.9	65.6/2.6
FS: 25-54	4.1/1.3	61.5/1.9	75.9/3.1	62.5/2.3	36.4/1.5	54.1/1.7	39.8/1.4	66.0/2.2	46.6/1.7	40.3/1.5	36.8/1.8	70.4/2.5

OOH:

(\$MM)												
BULLETINS	\$40	\$42	\$112	\$120	\$58	\$25	\$125	\$1,381	\$1,680	\$1,420	\$1,265	\$195
30-SHEET	\$0	\$0	\$0	\$0	\$0	\$0	\$45	\$1,459	\$1,836	\$1,283	\$1,387	\$64

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**WINSTON**

TOTAL INSERTIONS: 102

YTD 1995	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
#INSERTIONS	25	9	10	17	14	16	11

## GRP'S:

AS: 25-54	176	66	61	101	124	94	80
MS: 25-54	176	66	74	97	118	94	79
FS: 25-54	170	61	52	105	130	94	86

## REACH/FREQ:

AS: 25-54	67.8/2.6	43.8/1.5	40.9/1.5	56.0/1.8	61.8/2.0	52.2/1.8	49.9/1.6
MS: 25-54	67.6/2.6	44.0/1.5	46.0/1.6	53.8/1.8	58.9/2.0	52.3/1.8	49.4/1.6
FS: 25-54	68.1/2.5	43.6/1.4	34.8/1.5	58.5/1.8	65.1/2.0	52.1/1.8	50.7/1.7

OOH \$:  
(\$MM)

BULLETINS	\$69	\$878	\$1,057	\$238	\$19	\$0	\$0
POSTING	\$9	\$965	\$964	\$120	\$29	\$2	\$0

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**MISTY**

TOTAL INSERTIONS: 178

	1994 JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
# INSERTIONS	1	5	27	10	11	16	9	12	17	21	26	23

**GRPS:**

AS: 25-54	14	37	179	56	88	128	70	69	120	151	167	173
MS: 25-54	11	28	101	28	52	72	42	43	74	91	63	93
FS: 25-54	16	49	274	86	128	197	106	99	163	220	288	247

**REACH/FREQ:**

AS: 25-54	13.7/1.0	23.4/1.6	59.5/3.0	37.2/1.5	49.0/1.8	53.3/2.4	38.7/1.8	34.7/2.0	54.5/2.2	58.1/2.6	52.1/3.2	57.6/2.9
MS: 25-54	11.4/1.0	18.7/1.5	45.7/2.2	23.2/1.2	37.3/1.4	38.0/1.9	26.3/1.6	23.7/1.8	43.5/1.7	45.4/2.0	30.0/2.1	42.4/2.2
FS: 25-54	16.3/1.0	28.8/1.7	76.1/3.6	53.7/1.6	63.9/2.0	70.4/2.8	52.9/2.0	47.1/2.1	67.8/2.4	73.2/3.0	75.7/3.8	74.7/3.3

**OOH:**

**(\$MM)**

BULLETINS	0	0	0	\$23	\$176	\$32	\$336	\$351	\$20	\$15	0	0
30-SHEET	\$8	\$11	\$359	\$8	\$1,051	\$376	\$267	\$1,130	\$277	\$4	\$548	\$101

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# FULL YEAR 1994 COMPETITIVE EXPENDITURES

TOTAL U.S.	PRINT		OOH		TOTAL	
B + H	37,624,155	26%	6,121,188	6%	43,745,343	18%
Newport	9,451,878	7%	23,292,482	24%	32,744,360	14%
Salem	4,021,284	3%	1,404,284	1%	5,425,568	2%
Kool	20,212,166	14%	23,200,523	24%	43,412,689	18%
V Slims	28,010,443	20%	6,115,463	6%	34,125,906	14%
Winston	12,094,205	8%	5,565,574	6%	17,659,779	7%
GPC	1,685,712	1%	13,938,094	14%	15,623,806	6%
Misty	9,793,062	7%	5,095,162	5%	14,888,224	6%
Basic	20,380,272	14%	13,906,924	14%	34,287,196	14%
TOTAL U.S.	143,273,177	100%	98,639,694	100%	241,912,871	100%

REGION 1	PRINT		OOH		TOTAL	
B + H	8,661,222	27%	1,235,365	6%	9,896,587	18%
Newport	2,003,176	6%	10,118,532	46%	12,121,708	23%
Salem	1,330,353	4%	585,045	3%	1,915,398	4%
Kool	4,521,563	14%	4,375,797	20%	8,897,360	17%
V Slims	6,066,497	19%	1,439,040	7%	7,505,537	14%
Winston	2,685,359	8%	580,972	3%	3,266,331	6%
GPC	114,851	0%	350,442	2%	465,293	1%
Misty	2,012,886	6%	371,996	2%	2,384,882	4%
Basic	4,345,952	14%	2,876,996	13%	7,222,948	13%
TOTAL REGION 1	31,741,859	100%	21,934,185	100%	53,676,044	100%

REGION 2	PRINT		OOH		TOTAL	
B + H	7,023,001	25%	1,055,246	6%	8,078,247	17%
Newport	1,877,740	7%	5,902,187	31%	7,779,927	17%
Salem	716,234	3%	176,107	1%	892,341	2%
Kool	3,840,800	14%	3,845,381	20%	7,686,181	16%
V Slims	5,659,781	21%	1,618,836	8%	7,278,617	16%
Winston	2,153,657	8%	1,535,358	8%	3,689,015	8%
GPC	479,438	2%	1,259,597	7%	1,739,035	4%
Misty	1,991,077	7%	963,951	5%	2,955,028	6%
Basic	3,863,243	14%	2,728,987	14%	6,592,230	14%
TOTAL REGION 2	27,604,970	100%	19,085,650	100%	46,690,620	100%

REGION 3	PRINT		OOH		TOTAL	
B + H	5,734,800	25%	1,432,349	10%	7,167,149	19%
Newport	1,512,363	7%	986,620	7%	2,498,983	7%
Salem	549,085	2%	203,407	1%	752,492	2%
Kool	3,294,749	14%	3,549,233	24%	6,843,982	18%
V Slims	4,527,180	20%	945,173	6%	5,472,353	14%
Winston	1,928,534	8%	940,765	6%	2,869,299	8%
GPC	251,877	1%	2,569,581	17%	2,821,458	7%
Misty	1,757,185	8%	1,907,194	13%	3,664,379	10%
Basic	3,384,878	15%	2,265,951	15%	5,650,829	15%
TOTAL REGION 3	22,940,651	100%	14,800,273	100%	37,740,924	100%

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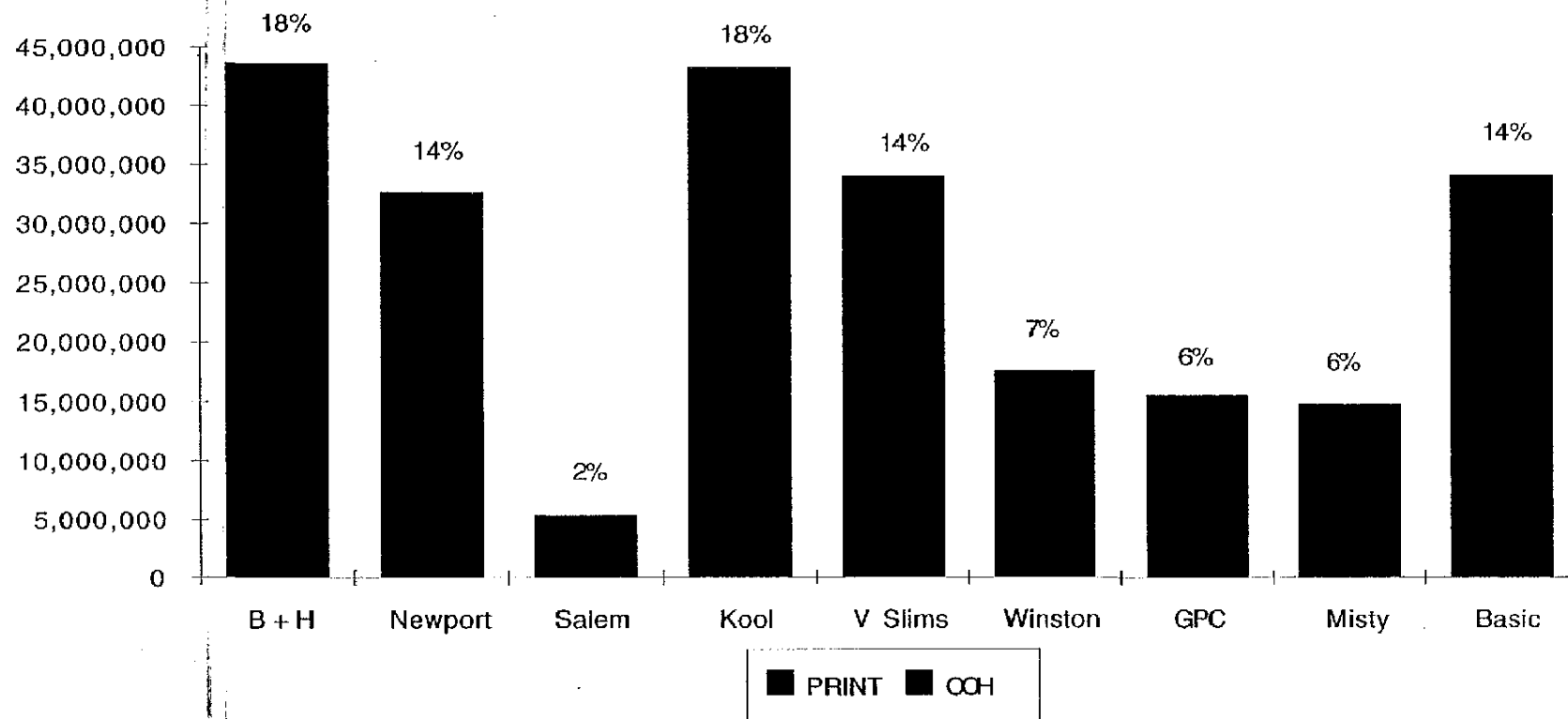
# FULL YEAR 1994 COMPETITIVE EXPENDITURES

REGION 4	PRINT		OOH		TOTAL	
B + H	7,623,519	25%	635,763	3%	8,259,282	15%
Newport	2,052,608	7%	5,441,661	23%	7,494,269	14%
Salem	695,198	2%	439,725	2%	1,134,923	2%
Kool	4,345,413	14%	6,410,908	27%	10,756,321	20%
V Slims	6,069,080	20%	1,354,050	6%	7,423,130	14%
Winston	2,631,990	9%	1,469,592	6%	4,101,582	8%
GPC	472,644	2%	2,883,947	12%	3,356,591	6%
Misty	2,173,941	7%	1,585,325	7%	3,759,266	7%
Basic	4,522,524	15%	3,107,998	13%	7,630,522	14%
TOTAL REGION 4	30,586,918	100%	23,328,969	100%	53,915,887	100%

REGION 5	PRINT		OOH		TOTAL	
B + H	8,581,614	28%	1,762,465	9%	10,344,079	21%
Newport	2,005,991	7%	843,482	4%	2,849,473	6%
Salem	730,413	2%	0	0%	730,413	1%
Kool	4,209,641	14%	5,019,204	26%	9,228,845	18%
V Slims	5,687,906	19%	758,364	4%	6,446,270	13%
Winston	2,694,664	9%	1,038,887	5%	3,733,551	7%
GPC	366,902	1%	6,874,527	35%	7,241,429	15%
Misty	1,857,973	6%	266,696	1%	2,124,669	4%
Basic	4,263,675	14%	2,926,992	15%	7,190,667	14%
TOTAL REGION 5	30,398,779	100%	19,490,617	100%	49,889,396	100%

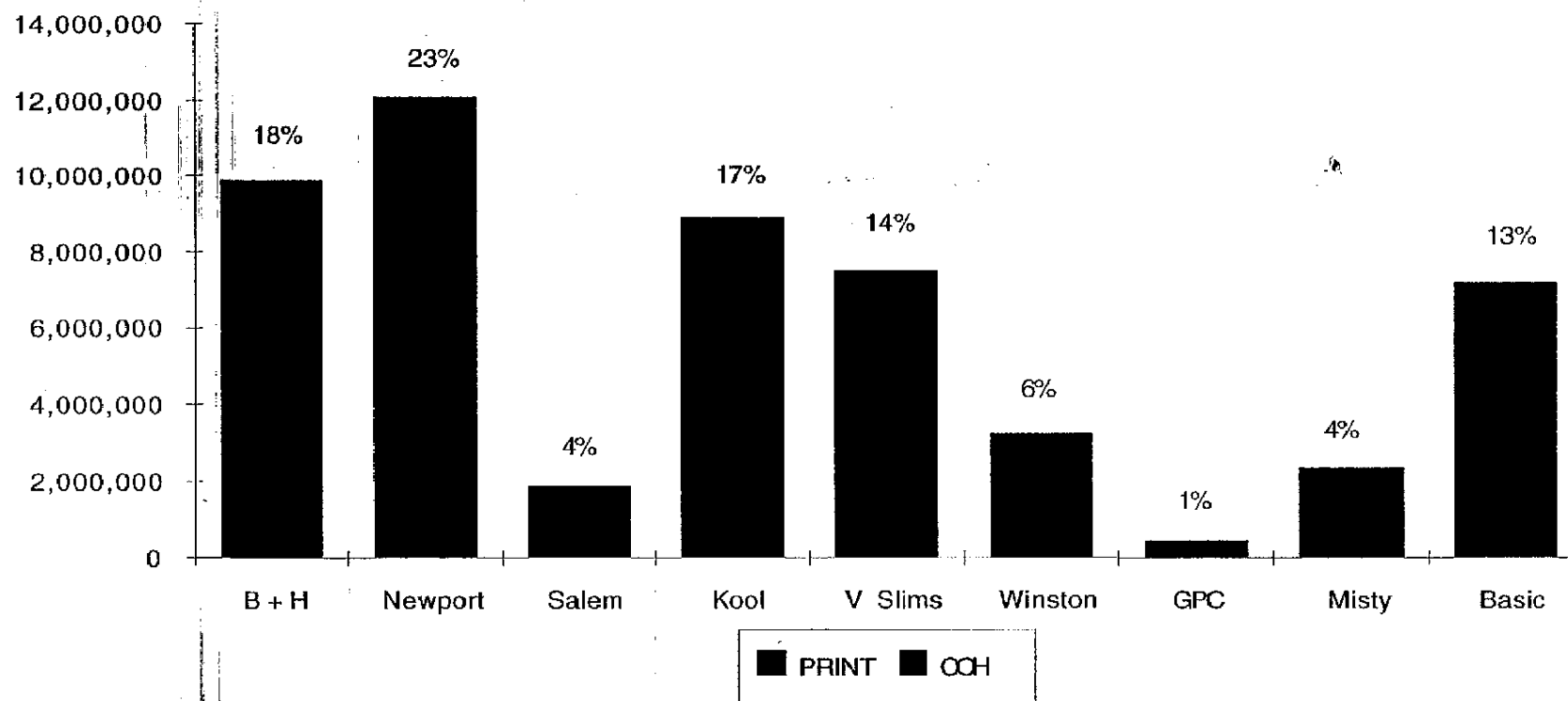
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FULL YEAR 1994 TOTAL U.S. COMPETITIVE EXPENDITURE



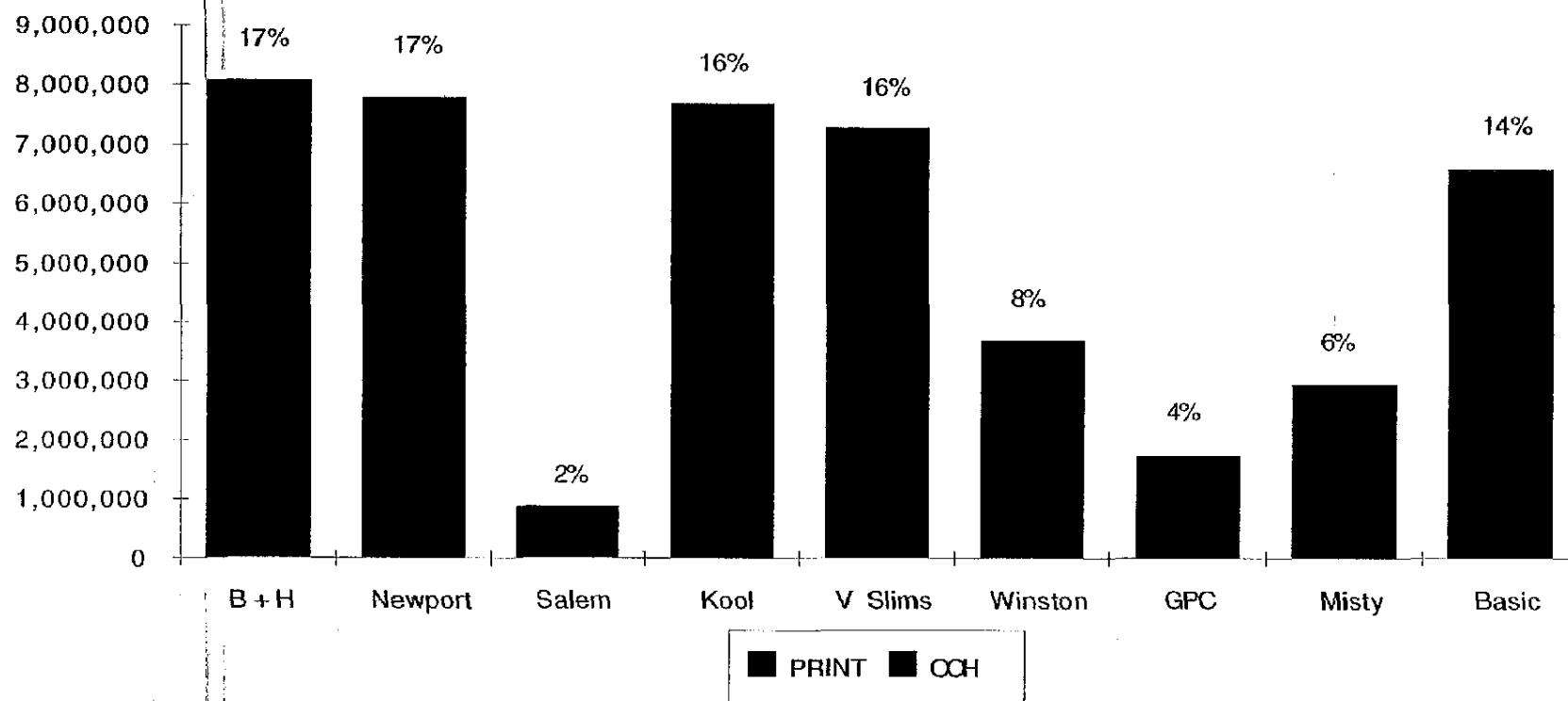
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# FULL YEAR 1994 REGION 1 COMPETITIVE EXPENDITURES



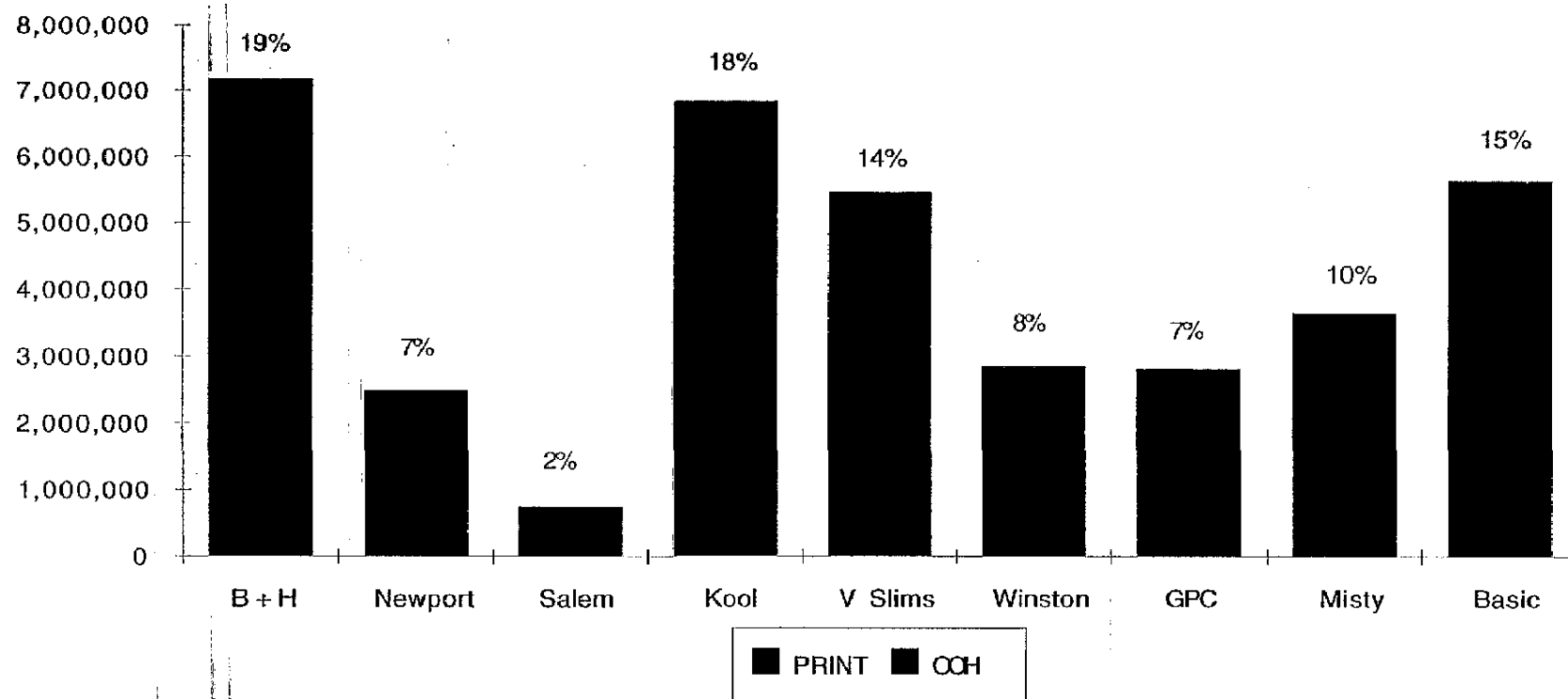
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FULL YEAR 1994 REGION 2 COMPETITIVE EXPENDITURES



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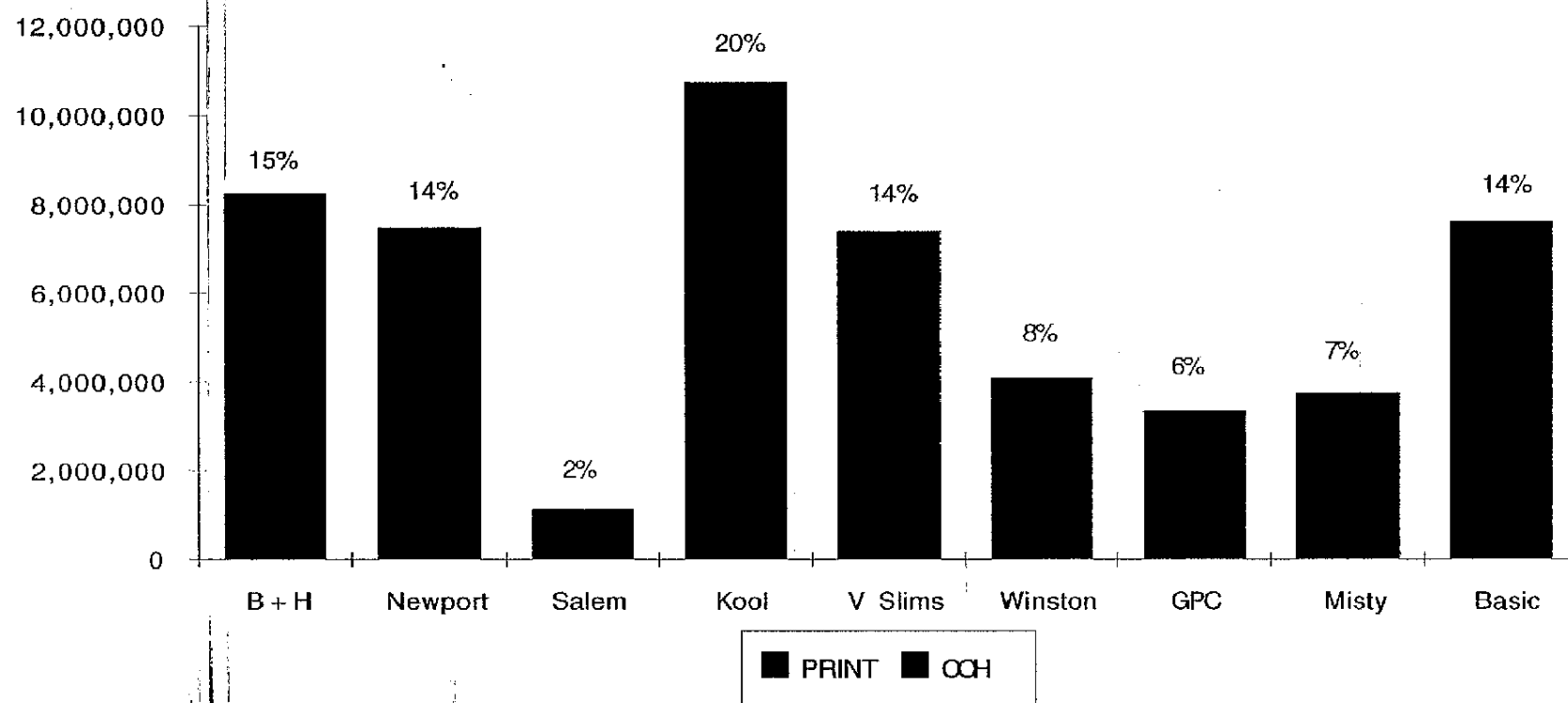
# FULL YEAR 1994 REGION 3 COMPETITIVE EXPENDITURES



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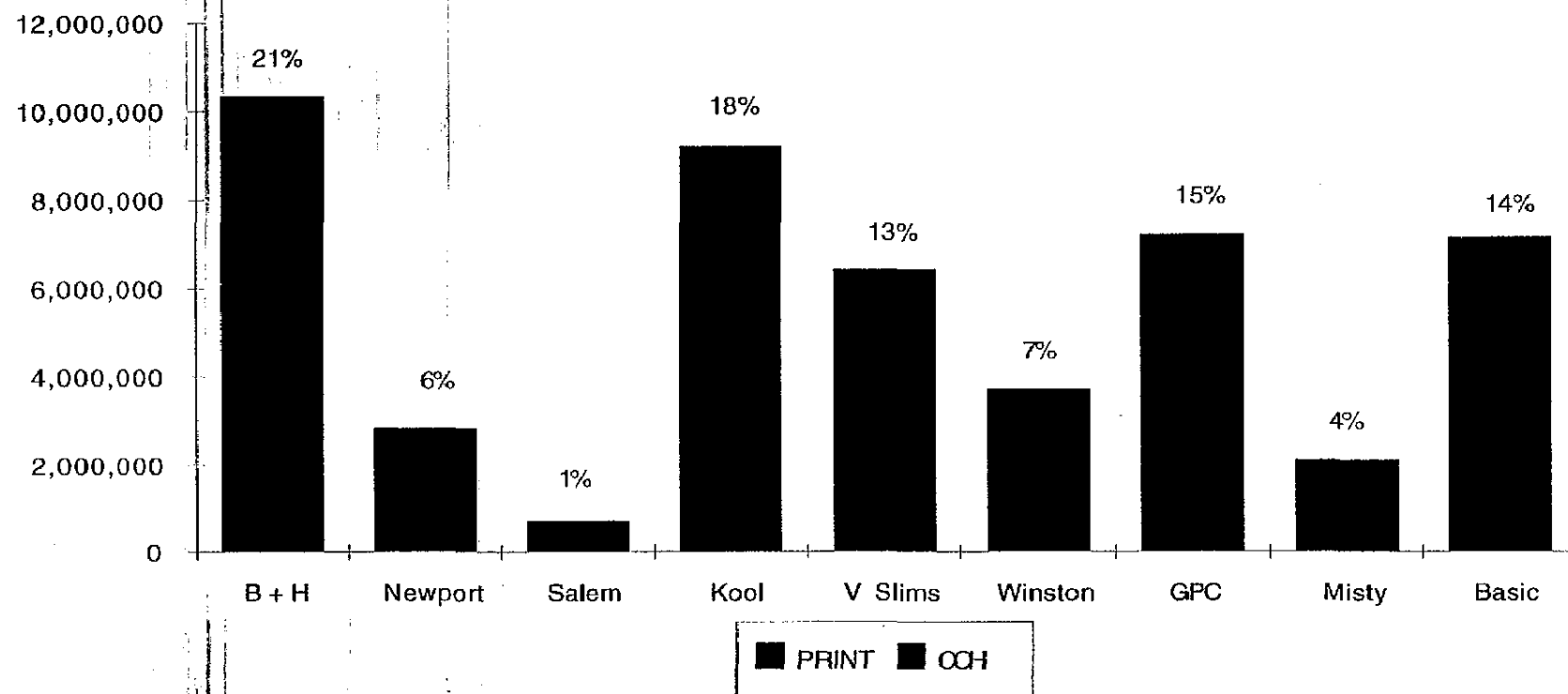


# FULL YEAR 1994 REGION 4 COMPETITIVE EXPENDITURES



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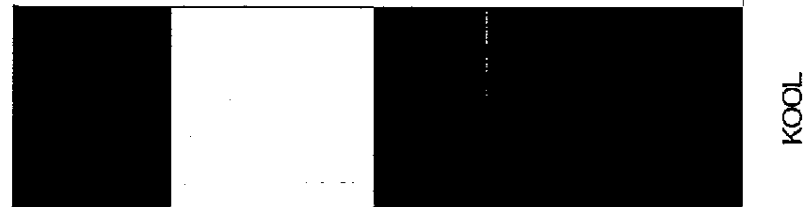
# FULL YEAR 1994 REGION 5 COMPETITIVE EXPENDITURES



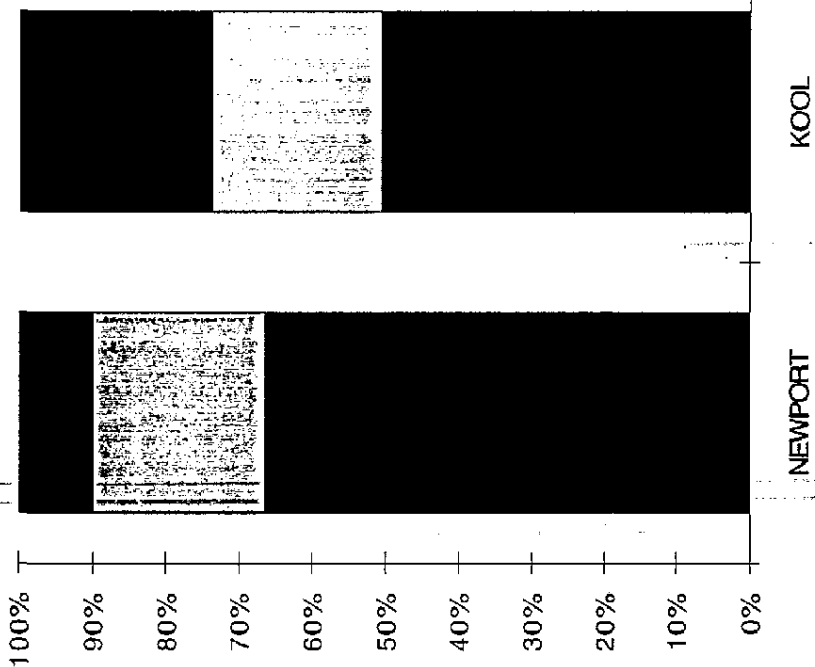
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# REGIONAL OOH SPENDING

1994



1995



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**MISTY**

TOTAL INSERTIONS: 178

	1994	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
#INSERTIONS		1	5	27	10	11	16	9	12	17	21	26	23

GRPS:

AS: 25-54	14	37	179	56	88	128	70	69	120	151	167	173
MS: 25-54	11	28	101	28	52	72	42	43	74	91	63	93
FS: 25-54	16	49	274	86	128	197	106	99	163	220	288	247

REACH/FREQ:

AS: 25-54	13.7/1.0	23.4/1.6	59.5/3.0	37.2/1.5	49.0/1.8	53.3/2.4	38.7/1.8	34.7/2.0	54.5/2.2	58.1/2.6	52.1/3.2	57.6/2.9
MS: 25-54	11.4/1.0	18.7/1.5	45.7/2.2	23.2/1.2	37.3/1.4	38.0/1.9	26.3/1.6	23.7/1.8	43.5/1.7	45.4/2.0	30.0/2.1	42.4/2.2
FS: 25-54	16.3/1.0	28.8/1.7	76.1/3.6	53.7/1.6	63.9/2.0	70.4/2.8	52.9/2.0	47.1/2.1	67.8/2.4	73.2/3.0	75.7/3.8	74.7/3.3

OOH:

(\$MM)

BULLETINS	0	0	0	\$23	\$176	\$32	\$336	\$351	\$20	\$15	0	0
30-SHEET	\$8	\$11	\$359	\$8	\$1,051	\$376	\$267	\$1,130	\$277	\$4	\$548	\$101

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**WINSTON**

TOTAL INSERTIONS: 102

YTD 1995	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
# INSERTIONS	25	9	10	17	14	16	11

## GRPS:

AS: 25-54	176	66	61	101	124	94	80
MS: 25-54	176	66	74	97	118	94	79
FS: 25-54	170	61	52	105	130	94	86

## REACH/FREQ:

AS: 25-54	67.8/2.6	43.8/1.5	40.9/1.5	56.0/1.8	61.8/2.0	52.2/1.8	49.9/1.6
MS: 25-54	67.6/2.6	44.0/1.5	46.0/1.6	53.8/1.8	58.9/2.0	52.3/1.8	49.4/1.6
FS: 25-54	68.1/2.5	43.6/1.4	34.8/1.5	58.5/1.8	65.1/2.0	52.1/1.8	50.7/1.7

OOH \$:  
(\$MM)

BULLETINS	\$69	\$878	\$1,057	\$238	\$19	\$0	\$0
POSTING	\$9	\$965	\$964	\$120	\$29	\$2	\$0

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**NEWPORT**

TOTAL INSERTIONS: 103

YTD 1995	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
# INSERTIONS	13	17	16	12	16	15	14

## GRPS:

AS: 25-54	85	113	97	85	113	107	123
MS: 25-54	82	109	102	83	123	101	107
FS: 25-54	93	111	93	87	99	119	141

## REACH/FREQ:

AS: 25-54	47.2/1.8	53.6/2.1	51.3/1.9	47.0/1.8	51.5/2.2	53.3/2.0	55.7/2.2
MS: 25-54	48.2/1.7	52.0/2.1	51.2/2.0	45.9/1.8	53.4/2.3	50.4/2.0	50.8/2.1
FS: 25-54	51.7/1.8	55.5/2.0	51.7/1.8	48.1/1.8	49.6/2.0	56.7/2.1	61.3/2.3

OOH:  
(\$MM)

BULLETINS	\$735	\$757	\$931	\$968	\$1,079	\$1,023	\$1,032
POSTING	\$330	\$352	\$453	\$447	\$862	\$948	\$989

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**KOOL**

**TOTAL INSERTIONS: 188**

<b>YTD 1995</b>	<b>JANUARY</b>	<b>FEBRUARY</b>	<b>MARCH</b>	<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>
<b># INSERTIONS</b>	26	25	32	23	26	26	30
<b>GRPS:</b>							
AS: 25-54	157	167	221	187	160	201	201
MS: 25-54	140	167	237	191	165	191	213
FS: 25-54	170	168	207	177	162	219	189
<b>REACH/FREQ:</b>							
AS: 25-54	62.7/2.5	66.8/2.5	73.8/3.0	69.4/2.7	66.6/2.4	71.7/2.8	71.8/2.8
MS: 25-54	60.9/2.3	66.6/2.5	74.2/3.2	70.6/2.7	66.0/2.5	68.3/2.8	73.3/2.9
FS: 25-54	65.1/2.6	67.1/2.5	73.8/2.8	68.1/2.6	67.3/2.4	75.4/2.9	70.1/2.7
<b>OOH:</b>							
<b>(\$MM)</b>							
<b>BULLETINS</b>	<b>\$1,777</b>	<b>\$1,754</b>	<b>\$2,022</b>	<b>\$2,150</b>	<b>\$2,050</b>	<b>\$1,820</b>	<b>\$2,009</b>
<b>POSTING</b>	<b>\$334</b>	<b>\$390</b>	<b>\$601</b>	<b>\$533</b>	<b>\$434</b>	<b>\$455</b>	<b>\$385</b>

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**CAMEL**

**TOTAL INSERTIONS: 229**

	1994	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
# INSERTIONS		9	13	41	30	15	11	19	20	19	14	20	18

**GRPS:**

AS: 25-54	23	120	238	151	88	98	97	171	104	66	83	176
MS: 25-54	36	123	242	159	110	99	132	188	124	71	94	171
FS: 25-54	5	117	235	144	55	92	56	145	79	60	66	176

**REACH/FREQ:**

AS: 25-54	14.1/1.6	59.8/2.0	74.5/3.2	62.8/2.4	46.1/1.9	54.6/1.8	46.0/2.1	65.9/2.6	49.7/2.1	41.0/1.6	43.8/1.9	67.8/2.6
MS: 25-54	22.7/1.6	58.5/2.1	73.4/3.3	63.4/2.5	55.0/2.0	55.2/1.8	54.8/2.4	67.2/2.8	53.8/2.3	41.7/1.7	49.7/1.9	65.6/2.6
FS: 25-54	4.1/1.3	61.5/1.9	75.9/3.1	62.5/2.3	36.4/1.5	54.1/1.7	39.8/1.4	66.0/2.2	46.6/1.7	40.3/1.5	36.8/1.8	70.4/2.5

**OOH:**

(\$MM)												
BULLETINS	\$40	\$42	\$112	\$120	\$58	\$25	\$125	\$1,381	\$1,680	\$1,420	\$1,265	\$195
30-SHEET	\$0	\$0	\$0	\$0	\$0	\$0	\$45	\$1,459	\$1,836	\$1,283	\$1,387	\$64

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## 1995 YTD REPORTED SPENDING

	PRINT	SOS	OOH	SOS	TOTAL	SOS
Tot United States						
Tot B + H	15,536,760	18.9	3,283,427	4.5	18,820,187	12.2
Tot Newport	7,303,030	8.9	15,291,002	21.1	22,594,032	14.6
Tot Kool	16,535,204	20.1	19,925,723	27.5	36,460,927	23.6
Tot V Slims	16,036,069	19.5	4,253,491	5.9	20,289,560	13.1
Tot Winston	8,010,342	9.7	5,123,034	7.1	13,133,376	8.5
Tot GPC	294,306	0.4	11,660,306	16.1	11,954,612	7.7
Tot Misty	4,621,344	5.6	4,627,362	6.4	9,248,706	6.0
Tot Basic	13,841,806	16.8	8,417,341	11.6	22,259,147	14.4
	82,178,861	100.0	72,581,686	100.0	154,760,547	100.0

## Region 1

Tot B + H	3,637,560	20.7	726,250	5.4	4,363,811	14.0
Tot Newport	1,543,373	8.8	6,170,558	45.8	7,713,931	24.8
Tot Kool	3,608,363	20.5	3,719,827	27.6	7,328,190	23.6
Tot V Slims	3,357,724	19.1	656,745	4.9	4,014,469	12.9
Tot Winston	1,599,045	9.1	1,054,326	7.8	2,653,371	8.5
Tot GPC	3,881	0.0	170,724	1.3	174,605	0.6
Tot Misty	973,516	5.5	473,253	3.5	1,446,769	4.7
Tot Basic	2,879,513	16.4	491,649	3.7	3,371,162	10.9
	17,602,975	100.0	13,463,332	100.0	31,066,307	100.0

## Region 2

Tot B + H	3,088,763	19.2	782,507	5.0	3,871,270	12.2
Tot Newport	1,461,758	9.1	3,842,011	24.7	5,303,769	16.8
Tot Kool	3,120,868	19.4	3,699,809	23.8	6,820,677	21.5
Tot V Slims	3,422,814	21.2	1,332,258	8.6	4,755,072	15.0
Tot Winston	1,488,617	9.2	1,123,930	7.2	2,612,547	8.3
Tot GPC	19,873	0.1	1,893,830	12.2	1,913,703	6.0
Tot Misty	901,081	5.6	1,278,793	8.2	2,179,874	6.9
Tot Basic	2,610,774	16.2	1,592,559	10.2	4,203,333	13.3
	16,114,548	100.0	15,545,697	100.0	31,660,245	100.0

## Region 3

Tot B + H	2,516,301	18.8	616,451	6.0	3,132,752	13.2
Tot Newport	1,166,629	8.7	562,480	5.5	1,729,109	7.3
Tot Kool	2,614,129	19.5	3,044,524	29.6	5,658,653	23.9
Tot V Slims	2,655,105	19.8	559,543	5.4	3,214,648	13.6
Tot Winston	1,399,837	10.5	715,160	6.9	2,114,997	8.9
Tot GPC	63,778	0.5	1,983,450	19.3	2,047,228	8.6
Tot Misty	750,284	5.6	1,454,457	14.1	2,204,741	9.3
Tot Basic	2,222,832	16.6	1,358,760	13.2	3,581,592	15.1
	13,388,896	100.0	10,294,825	100.0	23,683,721	100.0

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## 1995 YTD REPORTED SPENDING

	PRINT	SOS	OOH	SOS	TOTAL	SOS
Region 4						
Tot B + H	2,993,890	17.1	138,282	0.9	3,132,172	9.8
Tot Newport	1,574,875	9.0	3,317,383	22.8	4,892,258	15.3
Tot Kool	3,525,431	20.2	4,611,901	31.7	8,137,332	25.4
Tot V Slims	3,379,919	19.3	581,006	4.0	3,960,925	12.4
Tot Winston	1,787,465	10.2	1,334,325	9.2	3,121,790	9.7
Tot GPC	49,656	0.3	751,874	5.2	801,530	2.5
Tot Misty	1,021,945	5.8	1,403,260	9.6	2,425,205	7.6
Tot Basic	3,159,557	18.1	2,420,022	16.6	5,579,579	17.4
	17,492,738	100.0	14,558,053	100.0	32,050,791	100.0

Region 5						
Tot B + H	3,300,246	18.8	1,019,937	5.4	4,320,182	11.9
Tot Newport	1,556,394	8.9	1,398,570	7.5	2,954,964	8.1
Tot Kool	3,666,413	20.9	4,849,665	25.9	8,516,075	23.5
Tot V Slims	3,220,506	18.3	1,123,939	6.0	4,344,445	12.0
Tot Winston	1,735,378	9.9	895,293	4.8	2,630,671	7.2
Tot GPC	157,118	0.9	6,860,428	36.6	7,017,546	19.3
Tot Misty	974,518	5.5	17,599	0.1	992,117	2.7
Tot Basic	2,969,130	16.9	2,554,351	13.6	5,523,481	15.2
	17,579,703	100.0	18,719,782	100.0	36,299,482	100.0

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# FULL YEAR 1994 COMPETITIVE EXPENDITURES

TOTAL U.S.	PRINT		OOH		TOTAL	
B + H	37,624,155	26%	6,121,188	6%	43,745,343	18%
Newport	9,451,878	7%	23,292,482	24%	32,744,360	14%
Salem	4,021,284	3%	1,404,284	1%	5,425,568	2%
Kool	20,212,166	14%	23,200,523	24%	43,412,689	18%
V Slims	28,010,443	20%	6,115,463	6%	34,125,906	14%
Winston	12,094,205	8%	5,565,574	6%	17,659,779	7%
GPC	1,685,712	1%	13,938,094	14%	15,623,806	6%
Misty	9,793,062	7%	5,095,162	5%	14,888,224	6%
Basic	20,380,272	14%	13,906,924	14%	34,287,196	14%
TOTAL U.S.	143,273,177	100%	98,639,694	100%	241,912,871	100%

REGION 1	PRINT		OOH		TOTAL	
B + H	8,661,222	27%	1,235,365	6%	9,896,587	18%
Newport	2,003,176	6%	10,118,532	46%	12,121,708	23%
Salem	1,330,353	4%	585,045	3%	1,915,398	4%
Kool	4,521,563	14%	4,375,797	20%	8,897,360	17%
V Slims	6,066,497	19%	1,439,040	7%	7,505,537	14%
Winston	2,685,359	8%	580,972	3%	3,266,331	6%
GPC	114,851	0%	350,442	2%	465,293	1%
Misty	2,012,886	6%	371,996	2%	2,384,882	4%
Basic	4,345,952	14%	2,876,996	13%	7,222,948	13%
TOTAL REGION 1	31,741,859	100%	21,934,185	100%	53,676,044	100%

REGION 2	PRINT		OOH		TOTAL	
B + H	7,023,001	25%	1,055,246	6%	8,078,247	17%
Newport	1,877,740	7%	5,902,187	31%	7,779,927	17%
Salem	716,234	3%	176,107	1%	892,341	2%
Kool	3,840,800	14%	3,845,381	20%	7,686,181	16%
V Slims	5,659,781	21%	1,618,836	8%	7,278,617	16%
Winston	2,153,657	8%	1,535,358	8%	3,689,015	8%
GPC	479,438	2%	1,259,597	7%	1,739,035	4%
Misty	1,991,077	7%	963,951	5%	2,955,028	6%
Basic	3,863,243	14%	2,728,987	14%	6,592,230	14%
TOTAL REGION 2	27,604,970	100%	19,085,650	100%	46,690,620	100%

REGION 3	PRINT		OOH		TOTAL	
B + H	5,734,800	25%	1,432,349	10%	7,167,149	19%
Newport	1,512,363	7%	986,620	7%	2,498,983	7%
Salem	549,085	2%	203,407	1%	752,492	2%
Kool	3,294,749	14%	3,549,233	24%	6,843,982	18%
V Slims	4,527,180	20%	945,173	6%	5,472,353	14%
Winston	1,928,534	8%	940,765	6%	2,869,299	8%
GPC	251,877	1%	2,569,581	17%	2,821,458	7%
Misty	1,757,185	8%	1,907,194	13%	3,664,379	10%
Basic	3,384,878	15%	2,265,951	15%	5,650,829	15%
TOTAL REGION 3	22,940,651	100%	14,800,273	100%	37,740,924	100%

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# FULL YEAR 1994 COMPETITIVE EXPENDITURES

REGION 4	PRINT		OOH		TOTAL	
B + H	7,623,519	25%	635,763	3%	8,259,282	15%
Newport	2,052,608	7%	5,441,661	23%	7,494,269	14%
Salem	695,198	2%	439,725	2%	1,134,923	2%
Kool	4,345,413	14%	6,410,908	27%	10,756,321	20%
V Slims	6,069,080	20%	1,354,050	6%	7,423,130	14%
Winston	2,631,990	9%	1,469,592	6%	4,101,582	8%
GPC	472,644	2%	2,883,947	12%	3,356,591	6%
Misty	2,173,941	7%	1,585,325	7%	3,759,266	7%
Basic	4,522,524	15%	3,107,998	13%	7,630,522	14%
TOTAL REGION 4	30,586,918	100%	23,328,969	100%	53,915,887	100%

REGION 5	PRINT		OOH		TOTAL	
B + H	8,581,614	28%	1,762,465	9%	10,344,079	21%
Newport	2,005,991	7%	843,482	4%	2,849,473	6%
Salem	730,413	2%	0	0%	730,413	1%
Kool	4,209,641	14%	5,019,204	26%	9,228,845	18%
V Slims	5,687,906	19%	758,364	4%	6,446,270	13%
Winston	2,694,664	9%	1,038,887	5%	3,733,551	7%
GPC	366,902	1%	6,874,527	35%	7,241,429	15%
Misty	1,857,973	6%	266,696	1%	2,124,669	4%
Basic	4,263,675	14%	2,926,992	15%	7,190,667	14%
TOTAL REGION 5	30,398,779	100%	19,490,617	100%	49,889,396	100%

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